



BANGKOK BUSINESS CHALLENGE *Sasin

JUDGE'S EVALUATION FORM: FIRST ROUND

Pitch Deck (100% of Total Score)

Please evaluate the **pitch deck** according to the rubric below

CRITERIA	JUDGE'S SCORES							
Value Proposition (15%) Venture's offering is:	1	2	3	4	5	6	7	8
	<ul style="list-style-type: none"> Not unique Low value to customer (no unmet need fulfilled) 		<ul style="list-style-type: none"> Somewhat unique Some value to customer (unmet need somewhat fulfilled) 		<ul style="list-style-type: none"> Unique Good value to customer (unmet need well-fulfilled) Some proof of concept 		<ul style="list-style-type: none"> Unique offering Great value to customer (unmet need fully-fulfilled) Credible proof of concept Protected from being copied 	
Market Opportunity (15%) There is:	1	2	3	4	5	6	7	8
	<ul style="list-style-type: none"> Very little or no market need 		<ul style="list-style-type: none"> Some market need Unclear strategy to capture the target market 		<ul style="list-style-type: none"> Market need Strategy to capture some of the target market 		<ul style="list-style-type: none"> Strong market need Credible/validated strategy to fully capture of the target market 	
Operations (15%) Plan for acquiring the required resources, production/delivery of products or services is:	1	2	3	4	5	6	7	8
	<ul style="list-style-type: none"> Not very comprehensive 		<ul style="list-style-type: none"> Somewhat comprehensive Not very practical 		<ul style="list-style-type: none"> Comprehensive Somewhat practical 		<ul style="list-style-type: none"> Very comprehensive Very practical Planned well into the foreseeable future 	
Management Capability (15%) Number of members with relevant background & experience:	1	2	3	4	5	6	7	8
	<ul style="list-style-type: none"> None 		<ul style="list-style-type: none"> Some individuals 		<ul style="list-style-type: none"> All individuals 		<ul style="list-style-type: none"> All individuals, including the idea originator Responsibility shared comprehensively 	
Validation / Traction / Speed (20%) The venture has:	1	2	3	4	5	6	7	8
	<ul style="list-style-type: none"> No validation of its market need/solution No traction 		<ul style="list-style-type: none"> Some validation of its market need/solution Very little traction 		<ul style="list-style-type: none"> Validated its market need/solution Some traction Proof of making first revenue within the next 6-12 months 		<ul style="list-style-type: none"> Validated its market need/solution Strong traction Moving at the right pace Proof of making first revenue within the next 3 months 	
Sustainability and Impact (20%) The venture:	1	2	3	4	5	6	7	8
	<ul style="list-style-type: none"> Poses a threat to future generations Has no clear sustainability processes Displays no thought about its impact 		<ul style="list-style-type: none"> Poses some threat to future generations Has sustainability processes in some business operations Demonstrates due consideration to its impact 		<ul style="list-style-type: none"> Poses no threat to future generations Has comprehensive sustainability processes in all business operations Validates its scalable impact 		<ul style="list-style-type: none"> Poses no threat to future generations Has comprehensive and measurable sustainability processes in all business operations Validates its scalable impact with independent verification 	

Comments / Questions:
