



JUDGE'S EVALUATION FORM: COACHING ROUND

Business Viability (100% of Total Score)

Please evaluate the **FULL** business proposal from the written business plan, formal presentation, and question and answer according to the rubric below

CRITERIA	JUDGE'S SCORES							
	1	2	3	4	5	6	7	8
Value Proposition & Market Fit (10%) How unique and valuable the offering is, and how well it meets a clear market need.	<ul style="list-style-type: none"> Not unique Low value to customer (no unmet need fulfilled) Very little or no market need 	<ul style="list-style-type: none"> Somewhat unique Some value and market need Unclear strategy to capture the target market 	<ul style="list-style-type: none"> Good value to customer (unmet need well-fulfilled) Some Proof of concept Strategy to capture some of the target market 	<ul style="list-style-type: none"> Unique offering Great value and Strong market need Protected from being copied Credible/validated strategy to fully capture of the target market 				
Operations & Team Management (10%) Plan for acquiring the resources, production, and growth, as well as the team's relevant experience and their ability to execute the business plan effectively.	<ul style="list-style-type: none"> Not very comprehensive operation No clear plan for resources or delivery None of individuals has relevant experience 	<ul style="list-style-type: none"> Somewhat comprehensive Not very practical Some individuals management capability 	<ul style="list-style-type: none"> Comprehensive Somewhat practical All individuals have management experience 	<ul style="list-style-type: none"> Very comprehensive Very practical Planned well into the foreseeable future All individuals, including the idea originator Responsibility shared comprehensively 				
Validation / Traction (10%) The venture's progress includes market validation and early traction.	<ul style="list-style-type: none"> No validation of market need/solution with no market testing completed No traction or customer interest demonstrated 	<ul style="list-style-type: none"> Some validation of market need/solution through basic market testing Very little traction but initial customer interest shown 	<ul style="list-style-type: none"> Validated market need/solution through significant testing Demonstrable traction with early adopters and clear customer acquisition strategy 	<ul style="list-style-type: none"> Comprehensive market validation with strong and growing customer base Clear competitive advantages with line-up innovation 				
Scalability (10%) How effectively the startup can grow and multiply its positive impact while maintaining quality and expands to serve more users, markets, or challenges.	<ul style="list-style-type: none"> No clear path to scale or repeatable business model 	<ul style="list-style-type: none"> Basic scaling strategy with preliminary business model 	<ul style="list-style-type: none"> Proven business model at small scale with strong unit economics Proof of making first revenue within 6-12 months 	<ul style="list-style-type: none"> Highly repeatable business model with evidence of network effects Proof of making first revenue within 3 months with clear path to profitability 				
Sustainability and Impact (20%) The venture's environmental and social impact, and long-term sustainability.	<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 				
Content & Clarity (10%) How clear, organized, and logical the presentation content is.	<ul style="list-style-type: none"> Not logically presented Unclear and disorganized. 	<ul style="list-style-type: none"> Logically presented but needs improvement. 	<ul style="list-style-type: none"> Clear and well-organized. 	<ul style="list-style-type: none"> Clear, concise, and creatively presented. 				
Engagement & Delivery (10%) How effectively the team engages and delivers the presentation.	<ul style="list-style-type: none"> All team members need to improve their presentation skills to be more interesting and convincing 	<ul style="list-style-type: none"> Not all team members can maintain judges' interest; some parts of the presentation need improvement 	<ul style="list-style-type: none"> Every team member has the ability to maintain judges' interest throughout the presentation 	<ul style="list-style-type: none"> Every team member has the ability to convince the judges about the business plan 				
Visual Aids (10%) How relevant, clear, and impactful the visuals and exhibit are.	<ul style="list-style-type: none"> The visual aids are not relevant to the presentation topic, nor clear or easy to understand 	<ul style="list-style-type: none"> The visual aids are relevant to the presentation topic, but could be clearer to see and easier to understand 	<ul style="list-style-type: none"> The visual aids are clear, easy to understand and relevant to the topic 	<ul style="list-style-type: none"> The visual aids are creative, clear, easy to understand, aesthetically pleasing and relevant to the topic 				
Responses to judge' inquiries (10%) The team's ability to respond appropriately, substantively, and concisely to judges' inquiries	<ul style="list-style-type: none"> The team cannot respond to the judges' inquiries appropriately 	<ul style="list-style-type: none"> The team can appropriately respond to the judges' inquiries but the answers need to be more substantive and concise 	<ul style="list-style-type: none"> The team can appropriately respond to the judges' inquiries with substantive and concise answers 	<ul style="list-style-type: none"> Every team member convincingly responds to the judges' inquiries with substantive and concise answers, according to each member's particular area of responsibility 				

COMMENTS: