

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 	

[illegible]