



BANGKOK BUSINESS CHALLENGE ©Sasin

## JUDGE'S EVALUATION FORM: SEMI-FINAL ROUND

### Part 1 of 2: Written Business Plan (40% of Total Score)

Please evaluate the written business plan according to the rubric below

CRITERIA	JUDGE'S SCORES											
	Fails to clearly and effectively describe the points well	Describes most of the points but needs more clarification on some important parts	Describes all points in an adequate and effective manner	Describes all points in a very thorough, clear, effective and convincing manner	1	2	3	4	5	6	7	8
<b>Executive Summary (5%)</b> Clear, exciting, and effective as a stand-alone overview of the plan												
<b>Product or Service (15%)</b> Description, features & benefits, pricing, current stage of development, proprietary position, and intellectual property protection status	1	2	3	4	5	6	7	8				
<b>Organizational Plan/Overview (5%)</b> Venture purpose, history, genesis of concept, current status, overall strategy, and objectives	1	2	3	4	5	6	7	8				
<b>Market Analysis &amp; Marketing Plan (12.5%)</b> Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, and sales/promotion strategy	1	2	3	4	5	6	7	8				
<b>Operational Plan (12.5%)</b> Plan for production/delivery of product or services, product cost, margins, operating complexity, and resources required	1	2	3	4	5	6	7	8				
<b>Management Team (10%)</b> Identities, experiences, and roles of key personnel (including Board of Directors, management team, technical experts, etc.)	1	2	3	4	5	6	7	8				
<b>Financial Plan &amp; Investment Potential (20%)</b> Ask & Offer, funding requirements, 5-year pro forma financial statements, assumptions, and other pertinent financial data (including, but not limited to, the venture's NPV)	1	2	3	4	5	6	7	8				
<b>Sustainability &amp; Impact (20%)</b> Demonstrate the ability to meet the needs of the present without compromising the needs of future generations, through innovative, comprehensive, and measurable sustainability processes throughout the venture's business operations. In addition, they are able to demonstrate scalable positive social or environmental impact using either qualitative or quantitative measures with independent verification.	1	2	3	4	5	6	7	8				

