



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%)	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%)	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%)	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%)	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%)	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%)	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:
