

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

### Part 2 of 2: Business Viability and Presentation (60% 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
<b>Value Proposition &amp; Market Fit (10%)</b> How unique and valuable the offering is, and how well it meets a clear market need.	<ul style="list-style-type: none"> <li>• <b>Not</b> unique</li> <li>• <b>Low value</b> to customer (no unmet need fulfilled)</li> <li>• Very <b>little</b> or <b>no</b> market need</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Somewhat</b> unique</li> <li>• <b>Some value</b> and <b>market</b> need</li> <li>• <b>Unclear strategy</b> to capture the target market</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Good value</b> to customer (unmet need well-fulfilled)</li> <li>• Some Proof of concept</li> <li>• <b>Strategy</b> to capture <b>some</b> of the target market</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Unique offering</b></li> <li>• <b>Great value</b> and <b>Strong</b> market need</li> <li>• <b>Protected from being copied</b></li> <li>• <b>Credible/validated strategy</b> to <b>fully</b> capture of the target market</li> </ul>	
<b>Operations &amp; Team Management (10%)</b> 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"> <li>• <b>Not</b> very comprehensive operation</li> <li>• <b>No</b> clear plan for resources or delivery</li> <li>• <b>None</b> of individuals has relevant experience</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Somewhat</b> comprehensive</li> <li>• <b>Not very</b> practical</li> <li>• <b>Some</b> individuals management capability</li> </ul>		<ul style="list-style-type: none"> <li>• Comprehensive</li> <li>• <b>Somewhat</b> practical</li> <li>• <b>All</b> individuals have management experience</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Very</b> comprehensive</li> <li>• <b>Very</b> practical</li> <li>• Planned well into the <b>foreseeable future</b></li> <li>• <b>All</b> individuals, including the <b>idea originator</b></li> <li>• Responsibility shared comprehensively</li> </ul>	
<b>Validation / Traction (10%)</b> The venture's progress includes market validation and early traction.	<ul style="list-style-type: none"> <li>• <b>No validation</b> of market need/solution with no market testing completed</li> <li>• <b>No traction</b> or customer interest demonstrated</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Some</b> validation of market need/solution through basic market testing</li> <li>• <b>Very little traction</b> but initial customer interest shown</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Validated</b> market need/solution through significant testing</li> <li>• <b>Demonstrable traction</b> with early adopters and clear customer acquisition strategy</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Comprehensive</b> market validation with <b>strong and growing</b> customer base</li> <li>• <b>Clear competitive advantages</b> with line-up innovation</li> </ul>	
<b>Scalability (10%)</b> 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"> <li>• <b>No clear path</b> to scale or <b>repeatable</b> business model</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Basic scaling strategy</b> with preliminary business model</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Proven business model</b> at small scale with strong unit economics</li> <li>• Proof of making <b>first revenue</b> within <b>6-12 months</b></li> </ul>		<ul style="list-style-type: none"> <li>• <b>Highly repeatable business model</b> with evidence of network effects</li> <li>• Proof of making <b>first revenue</b> within <b>3 months</b> with clear path to profitability</li> </ul>	
<b>Sustainability and Impact (20%)</b> The venture's environmental and social impact, and long-term sustainability.	<ul style="list-style-type: none"> <li>• Poses a <b>threat</b> to future generations</li> <li>• Has <b>no clear</b> sustainability processes</li> <li>• Displays <b>no thought</b> about its impact</li> </ul>		<ul style="list-style-type: none"> <li>• Poses <b>some</b> threat to future generations</li> <li>• Has sustainability processes in <b>some</b> business operations</li> <li>• Demonstrates <b>due consideration</b> to its impact</li> </ul>		<ul style="list-style-type: none"> <li>• Poses <b>no threat</b> to future generations</li> <li>• Has <b>comprehensive</b> sustainability processes in <b>all</b> business operations</li> <li>• <b>Validates</b> its scalable impact</li> </ul>		<ul style="list-style-type: none"> <li>• Poses <b>no threat</b> to future generations</li> <li>• Has <b>comprehensive</b> and <b>measurable</b> sustainability processes in <b>all</b> business operations</li> <li>• <b>Validates</b> its scalable impact with <b>independent verification</b></li> </ul>	
<b>Content &amp; Clarity (10%)</b> How clear, organized, and logical the presentation content is.	<ul style="list-style-type: none"> <li>• <b>Not</b> logically presented</li> <li>• Unclear and disorganized.</li> </ul>		<ul style="list-style-type: none"> <li>• Logically presented but needs improvement.</li> </ul>		<ul style="list-style-type: none"> <li>• Clear and <b>well-organized</b>.</li> </ul>		<ul style="list-style-type: none"> <li>• Clear, concise, and <b>creatively</b> presented.</li> </ul>	
<b>Engagement &amp; Delivery (10%)</b> How effectively the team engages and delivers the presentation.	<ul style="list-style-type: none"> <li>• All team members need to improve their presentation skills to be more interesting and convincing</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Not all</b> team members can maintain judges' interest; some parts of the presentation need improvement</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Every</b> team member has the ability to maintain judges' interest throughout the presentation</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Every</b> team member has the ability to <b>convince</b> the judges about the business plan</li> </ul>	
<b>Visual Aids (10%)</b> How relevant, clear, and impactful the visuals and exhibit are.	<ul style="list-style-type: none"> <li>• The visual aids are not relevant to the presentation topic, nor clear or easy to understand</li> </ul>		<ul style="list-style-type: none"> <li>• The visual aids are <b>relevant</b> to the presentation topic, but could be clearer to see and easier to understand</li> </ul>		<ul style="list-style-type: none"> <li>• The visual aids are <b>clear, easy to understand</b> and <b>relevant</b> to the topic</li> </ul>		<ul style="list-style-type: none"> <li>• The visual aids are <b>creative, clear, easy to understand, aesthetically pleasing</b> and <b>relevant</b> to the topic</li> </ul>	
<b>Responses to judge's inquiries (10%)</b> The team's ability to respond appropriately, substantively, and concisely to judges' inquiries	<ul style="list-style-type: none"> <li>• The team cannot respond to the judges' inquiries appropriately</li> </ul>		<ul style="list-style-type: none"> <li>• The team can appropriately respond to the judges' inquiries but the answers need to be more substantive and concise</li> </ul>		<ul style="list-style-type: none"> <li>• The team can <b>appropriately respond</b> to the judges' inquiries with <b>substantive</b> and <b>concise answers</b></li> </ul>		<ul style="list-style-type: none"> <li>• Every team member <b>convincingly responds</b> to the judges' inquiries with <b>substantive</b> and <b>concise answers, according to each member's particular area of responsibility</b></li> </ul>	

[illegible]