



BANGKOK BUSINESS CHALLENGE •Sasin

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
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.	1	2	3	4	5	6	7	8
	<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.	1	2	3	4	5	6	7	8
	<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.	1	2	3	4	5	6	7	8
	<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.	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 	
Content & Clarity (10%) How clear, organized, and logical the presentation content is.	1	2	3	4	5	6	7	8
	<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.	1	2	3	4	5	6	7	8
	<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.	1	2	3	4	5	6	7	8
	<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	1	2	3	4	5	6	7	8
	<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: