

## JUDGE'S EVALUATION FORM: PLAY-OFF 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                                                                                                                                                                      |   |                                                                                                                                                                                                                   |   |                                                                                                                                                                                                               |   |                                                                                                                                                                                                                                                            |   |
|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| <b>Value Proposition (15%)</b><br><br>Venture's offering is:                                                              | 1                                                                                                                                                                                   | 2 | 3                                                                                                                                                                                                                 | 4 | 5                                                                                                                                                                                                             | 6 | 7                                                                                                                                                                                                                                                          | 8 |
|                                                                                                                           | <ul style="list-style-type: none"> <li>Not unique</li> <li>Low value to customer (no unmet need fulfilled)</li> </ul>                                                               |   | <ul style="list-style-type: none"> <li>Somewhat unique</li> <li>Some value to customer (unmet need somewhat fulfilled)</li> </ul>                                                                                 |   | <ul style="list-style-type: none"> <li>Unique</li> <li>Good value to customer (unmet need well-fulfilled)</li> <li>Some proof of concept</li> </ul>                                                           |   | <ul style="list-style-type: none"> <li>Unique offering</li> <li>Great value to customer (unmet need fully-fulfilled)</li> <li>Credible proof of concept</li> <li>Protected from being copied</li> </ul>                                                    |   |
| <b>Market Opportunity (15%)</b><br><br>There is:                                                                          | 1                                                                                                                                                                                   | 2 | 3                                                                                                                                                                                                                 | 4 | 5                                                                                                                                                                                                             | 6 | 7                                                                                                                                                                                                                                                          | 8 |
|                                                                                                                           | <ul style="list-style-type: none"> <li>Very little or no market need</li> </ul>                                                                                                     |   | <ul style="list-style-type: none"> <li>Some market need</li> <li>Unclear strategy to capture the target market</li> </ul>                                                                                         |   | <ul style="list-style-type: none"> <li>Market need</li> <li>Strategy to capture some of the target market</li> </ul>                                                                                          |   | <ul style="list-style-type: none"> <li>Strong market need</li> <li>Credible/validated strategy to fully capture of the target market</li> </ul>                                                                                                            |   |
| <b>Operations (15%)</b><br><br>Plan for acquiring the required resources, production/delivery of products or services is: | 1                                                                                                                                                                                   | 2 | 3                                                                                                                                                                                                                 | 4 | 5                                                                                                                                                                                                             | 6 | 7                                                                                                                                                                                                                                                          | 8 |
|                                                                                                                           | <ul style="list-style-type: none"> <li>Not very comprehensive</li> </ul>                                                                                                            |   | <ul style="list-style-type: none"> <li>Somewhat comprehensive</li> <li>Not very practical</li> </ul>                                                                                                              |   | <ul style="list-style-type: none"> <li>Comprehensive</li> <li>Somewhat practical</li> </ul>                                                                                                                   |   | <ul style="list-style-type: none"> <li>Very comprehensive</li> <li>Very practical</li> <li>Planned well into the foreseeable future</li> </ul>                                                                                                             |   |
| <b>Management Capability (15%)</b><br><br>Number of members with relevant background & experience:                        | 1                                                                                                                                                                                   | 2 | 3                                                                                                                                                                                                                 | 4 | 5                                                                                                                                                                                                             | 6 | 7                                                                                                                                                                                                                                                          | 8 |
|                                                                                                                           | <ul style="list-style-type: none"> <li>None</li> </ul>                                                                                                                              |   | <ul style="list-style-type: none"> <li>Some individuals</li> </ul>                                                                                                                                                |   | <ul style="list-style-type: none"> <li>All individuals</li> </ul>                                                                                                                                             |   | <ul style="list-style-type: none"> <li>All individuals, including the idea originator</li> <li>Responsibility shared comprehensively</li> </ul>                                                                                                            |   |
| <b>Validation / Traction / Speed (20%)</b><br><br>The venture has:                                                        | 1                                                                                                                                                                                   | 2 | 3                                                                                                                                                                                                                 | 4 | 5                                                                                                                                                                                                             | 6 | 7                                                                                                                                                                                                                                                          | 8 |
|                                                                                                                           | <ul style="list-style-type: none"> <li>No validation of its market need/solution</li> <li>No traction</li> </ul>                                                                    |   | <ul style="list-style-type: none"> <li>Some validation of its market need/solution</li> <li>Very little traction</li> </ul>                                                                                       |   | <ul style="list-style-type: none"> <li>Validated its market need/solution</li> <li>Some traction</li> <li>Proof of making first revenue within the next 6-12 months</li> </ul>                                |   | <ul style="list-style-type: none"> <li>Validated its market need/solution</li> <li>Strong traction</li> <li>Moving at the right pace</li> <li>Proof of making first revenue within the next 3 months</li> </ul>                                            |   |
| <b>Sustainability and Impact (20%)</b><br><br>The venture:                                                                | 1                                                                                                                                                                                   | 2 | 3                                                                                                                                                                                                                 | 4 | 5                                                                                                                                                                                                             | 6 | 7                                                                                                                                                                                                                                                          | 8 |
|                                                                                                                           | <ul style="list-style-type: none"> <li>Poses a threat to future generations</li> <li>Has no clear sustainability processes</li> <li>Displays no thought about its impact</li> </ul> |   | <ul style="list-style-type: none"> <li>Poses some threat to future generations</li> <li>Has sustainability processes in some business operations</li> <li>Demonstrates due consideration to its impact</li> </ul> |   | <ul style="list-style-type: none"> <li>Poses no threat to future generations</li> <li>Has comprehensive sustainability processes in all business operations</li> <li>Validates its scalable impact</li> </ul> |   | <ul style="list-style-type: none"> <li>Poses no threat to future generations</li> <li>Has comprehensive and measurable sustainability processes in all business operations</li> <li>Validates its scalable impact with independent verification</li> </ul> |   |

Comments / Questions:

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