



BANGKOK BUSINESS CHALLENGE •Sasin

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

Comments / Questions:

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