Mark Ain Business Model Competition
Judging Criteria – Application

TEAM NAME: __________________________

Each statement is phrased in a positive way. Please indicate whether you agree with the positive statement by using the following scale:
5 = strongly agree, 4 = agree, 3 = neither agree or disagree, 2 = disagree, 1 = strongly disagree

CONCEPT and MARKET

1. The one-line pitch is compelling. Score (1-5)
2. The product or service is understandable. Score (1-5)
3. The product or service is unique. Score (1-5)
4. The market size is quantified. Score (1-5)
5. Market trends supporting the idea are identified. Score (1-5)

OVERALL OPPORTUNITY

6. The value to customers is clear. Score (1-5)
7. Customers are likely to buy the offering. Score (1-5)
8. Competitive advantage is strong. Score (1-5)
9. Sales & marketing strategy is sound. Score (1-5)
10. Intellectual property plans are clearly described (if applicable). Score (1-5)
11. The profit margin and revenue projections are realistic. Score (1-5)

THE TEAM

12. The team is strong/intends to strengthen weaknesses. Score (1-5)
13. Team’s experience with product or service is clearly stated. Score (1-5)

THE DEAL

14. The amount of start-up funding is clearly stated. Score (1-5)
15. The overall business model is realistic. Score (1-5)
16. The team’s likelihood for success is high. Score (1-5)
17. The team has a clear plan for using raised funds to reach milestones. Score (1-5)

IN SUMMARY

18. The application causes the reader to want to learn more about the venture. Score (1-5)
19. The application shows attention to detail – typos, grammar, etc. Score (1-5)
20. The application is a maximum of two pages. Score (1-5)

CONCEPT and MARKET

1. The product or service is understandable. Score (1-5)
2. The product or service is unique. Score (1-5)
3. The team understands its competitive advantage. Score (1-5)

OVERALL OPPORTUNITY

4. The value to customers is clearly stated. Score (1-5)
5. The market size is sufficient to support this venture. Score (1-5)
6. The venture has potential to be a successful business. Score (1-5)
7. The overall business model is realistic. Score (1-5)

THE PRESENTATION

8. The presenter is passionate. Score (1-5)
9. The presenter is knowledgeable about product or service. Score (1-5)
10. The team listened to questions and answered effectively. Score (1-5)

IN SUMMARY

11. The idea is compelling. Score (1-5)
12. The idea is feasible. Score (1-5)
13. The team should win the competition. Score (1-5)

TOTAL SCORE

ADDITIONAL COMMENTS:

________________________________________

________________________________________

________________________________________

________________________________________

________________________________________

________________________________________

________________________________________