

SCORING CRITERIA

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

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

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

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

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

TOTAL SCORE

ADDITIONAL COMMENTS: _____

Mark Ain Business Model Competition Judging Criteria – Final Presentation

TEAM NAME: _____

Each statement is phrased in a positive way. Please indicate whether you agree with the positive statement by using the following scale:

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

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

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

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

TOTAL SCORE

ADDITIONAL COMMENTS: _____
