

## 2017 Business Plan Competition Presentation Rubric

Total Points \_\_\_\_\_/50 points possible

	Score based on 1 (lowest) to 5 (highest)
<p><b>Team:</b></p> <p>What are the team dynamics? What is the quality of the team? Does the team demonstrate the ability to execute on its plan?</p>	
<p><b>Presentation:</b></p> <p>Did the team make a quality presentation? What was the quality of the team's materials and data? How was the team's ability to answer tough questions?</p>	
<p><b>Customer problem/need to be solved:</b></p> <p>Does the team provide a clear and compelling presentation of the problem, its scope and the impact on customers?</p>	
<p><b>Product/Service Solution:</b></p> <p>Does the team describe the key features and benefits, pricing, current state of development and proprietary position. Solution was clearly understood.</p>	
<p><b>Market Opportunity/ Value proposition:</b></p> <p>Has the team adequately described the market and economic opportunity? (Clear description of the size (\$), growth potential and composition of the market)</p> <p>Has the team clearly stated their value proposition? Is it a viable model? (Clear and convincing description of how the new product/service addresses the customer need and benefits are quantified)</p>	
<p><b>Competitive Strategy:</b></p> <p>Has the team analyzed its competitive space? (Who is doing similar things in their market?)</p> <p>Does the summary clearly identify the company's initial competitive advantage or differentiator?</p> <p>Does the team have an adequate strategy for defending their market position?</p>	

<p><b>Go to Market Strategy:</b></p> <p>Is it clear how the company will reach its initial customer?</p> <p>Does the summary clearly identify a sales strategy?</p> <p>Is the distribution plan clearly defined and reasonable? Go-to-Market and sales strategy?</p>	
<p><b>Operations:</b></p> <p>Does the team have a plan for production, operating complexity and resources required?</p>	
<p><b>Financials:</b></p> <p>Are the financials consistent with the overall plan?</p> <p>Are the assumptions realistic?</p> <p>Are contingencies and exit strategies addressed?</p>	
<p><b>Offering and Investment Analysis</b></p> <p>Would you invest?</p> <p>The amount, timing, and use of the investment sought are clear.</p>	

TOTAL \_\_\_\_\_