

## 2017 Business Plan Competition 1 page Executive Summary Judging Criteria

The following criteria are to be used to evaluate 1 page executive summaries.

NOTE: Scoring based on 1 (lowest) to 5 (highest), with 3 being of the caliber to advance to the next round.

Team Name: \_\_\_\_\_

Judge Name (Your name will not be associated with the feedback sent to the students this is just scoring records)

\_\_\_\_\_

	Score based on 1 (lowest) to 5 (highest)
<p><b>Overall Impression of the Executive Summary:</b></p> <p>Does the summary adequately describe the idea –does the idea make sense?</p> <p>Has the team adequately described the pain in the marketplace?</p> <p>Do you believe the team has presented a feasible solution?</p> <p>Is the summary well written and succinct?</p> <p>Does the summary create excitement?</p>	
<p><b>Management Team:</b></p> <p>Does this management team have the skills required to execute the plan?</p> <p>Does this team have the experience to lead a new venture?</p> <p>If this management team is weak in either necessary skills or experience do they list the advisors and mentors?</p>	
<p><b>Problem:</b></p> <p>Does the team understand the customer problem the product or service solves?</p>	
<p><b>Value Proposition:</b></p> <p>Have they 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>Market Opportunity:</b></p> <p>Have they adequately described the market and economic opportunity? (Clear description of the size (\$), growth potential and composition of the market)</p>	

<p><b>Competitive Strategy:</b></p> <p>Has the team analyzed its competitive space?</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?</p>	
<p><b>Traction:</b></p> <p>Has the team made progress toward any milestones (licenses, patents, etc)?</p> <p>Has the company signed customers and/or channel partners?</p> <p>Is the distribution plan clearly defined and reasonable?</p>	
<p><b>Revenue Model:</b></p> <p>Is the team clear about how they will make money from each customer segment?</p>	
<p><b>Financials:</b></p> <p>Does the plan describe the funding/resources required to execute the plan?</p> <p>Are the financials consistent with the overall plan?</p> <p>Are the assumptions realistic?</p>	

TOTAL \_\_\_\_\_