

2018 Business Plan Competition Presentation Rubric

Total Points _____/50 points possible

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

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

TOTAL _____