

2021 Business Plan Competition: High School Presentation Judging Criteria

TEAM NAME:	Score based on 1 (lowest) to 5 (highest)
TEAM: Did the team properly introduce themselves (names, roles)? Does the team describe advisors or mentors? How well did the team work together?	
PRESENTATION: Did the team make a quality presentation overall? What was the quality of the team's materials and data? How was the team's ability to answer tough questions?	
CUSTOMER SEGMENTS: Does the team describe their ideal customer?	
PROBLEM: Does the team understand the 1-3 top problems their customers face?	
SOLUTION: Does the team communicate how the product solves the customers' top problems?	
VALUE PROPOSITION: Has the team clearly stated their value proposition? Is there a single, clear, compelling message that states why the proposed solution is worth paying attention to?	

<p>COMPETITIVE STRATEGY:</p> <p>Has the team identified what they have, that their competitors do not, that gives them an advantage?</p>	
<p>GO TO MARKET STRATEGY:</p> <p>Has the team described how they will reach their customer segments?</p>	
<p>REVENUE MODEL</p> <p>Has the team described what their customer is buying from them? And what they are charging their customers?</p>	
<p>COST STRUCTURE:</p> <p>Does the summary describe the amount, sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.), and timing of funding required?</p>	
<p>KEY METRICS:</p> <p>Does the summary describe how the team will measure success?</p>	

TOTAL _____