

**High School Executive Summary Judging Criteria**

TEAM NAME:	Score based on 1 (lowest) to 5 (highest)
<p><b>OVERALL IMPRESSION OF EXECUTIVE SUMMARY:</b></p> <p>Does the summary make the reader want to learn more?</p> <p>Is the summary well written and succinct?</p> <p>Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?</p>	
<p><b>TEAM:</b></p> <p>Does the summary adequately describe team members' skills, and roles?</p>	
<p><b>CUSTOMER SEGMENTS:</b></p> <p>Does the team describe their ideal customer?</p>	
<p><b>PROBLEM:</b></p> <p>Does the team understand the 1-3 top problems their customers face?</p>	
<p><b>SOLUTION:</b></p> <p>How effectively does the product solve the customers' top problems?</p>	
<p><b>VALUE PROPOSITION:</b></p> <p>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>	
<p><b>COMPETITIVE STRATEGY:</b></p> <p>Has the team identified what they have, that their competitors do not, that gives them an advantage?</p>	
<p><b>GO TO MARKET STRATEGY:</b></p> <p>Has the team described how they will reach their customer segments?</p>	
<p><b>REVENUE MODEL:</b></p> <p>Has the team described what their customer is buying from them? And what they are charging their customers?</p>	



<b>COST STRUCTURE:</b> Has the team described what it will cost to run the business?	
<b>KEY METRICS:</b> Does the summary describe how the team will measure success?	
<b>TOTAL</b>	

