

**High School Executive Summary Judging Criteria**

| TEAM NAME:  | Score based on<br>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>  |   |



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| <p>Has the team described what their customer is buying from them? And what they are charging their customers?</p> |  |
| <p><b>COST STRUCTURE:</b><br/>         Has the team described what it will cost to run the business?</p>           |  |
| <p><b>KEY METRICS:</b><br/>         Does the summary describe how the team will measure success?</p>               |  |
| <b>TOTAL</b>   |  |

