

**High School Presentation Judging Criteria**

TEAM NAME:	Score based on 1 (lowest) to 5 (highest)
<p><b>TEAM:</b></p> <p>Did the team properly introduce themselves (names, roles)?</p> <p>Does the team describe advisors or mentors?</p> <p>How well did the team work together?</p>	
<p><b>PRESENTATION:</b></p> <p>Did the team make a quality presentation overall?</p> <p>What was the quality of the team’s materials and data?</p> <p>How was the team’s ability to answer tough questions?</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>Does the team communicate how the product solves 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>	



<b>REVENUE MODEL</b>  Has the team described what their customer is buying from them? And what they are charging their customers?	
<b>COST STRUCTURE:</b>  Does the summary describe the amount, sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.), and timing of funding required?	
<b>KEY METRICS:</b>  Does the summary describe how the team will measure success?	
<b>TOTAL</b>	

