

## JUDGE'S EVALUATION FORM: Sasin Alumni Association Network Coaching Round

### Business Viability (100% from Total Score)

Please evaluate the full business proposal (from the written business plan, formal presentation, question and answer and venture exhibit) according to the rubric below by drawing a CIRCLE around the chosen numerical score for each criterion

CRITERIA	JUDGE'S SCORES							
	1	2	3	4	5	6	7	8
<b>Product or Service (15%)</b>	The venture's offering is neither unique nor provides value to the customer.		The venture's offering is <b>unique</b> and <b>provides some value to the customer</b> but is still in an unproven stage.		The venture's offering is <b>unique, fulfills unmet needs of the customer</b> and <b>proof of concept</b> .		The venture's offering is <b>unique, fulfills unmet needs of the customer, proof of concept ensured</b> and <b>protected from being copied</b> which gives it a sustainable competitive advantage.	
<b>Market Opportunity (15%)</b>	There is a very little or no market need.		There is a <b>market need</b> , but unclear strategy to capture the target market.		There is a <b>market need with strategy in place that may be able to capture some of the target market.</b>		There is a <b>strong market need with credible/validated strategy in place to be able to fully capture the target market with virtually no competitors.</b>	
<b>Operations (15%)</b>	Plan for acquiring the required resources, production/delivery of product or services is flawed.		There is a <b>comprehensive plan</b> for acquiring the required resources, production / delivery of product or services, but such plan may not be practical.		There is a <b>comprehensive and practicable plan</b> for acquiring the required resources, production/ delivery of product or services.		There is a <b>comprehensive and practicable plan</b> for acquiring the required resources, production / delivery of product or services <b>well into the foreseeable future.</b>	
<b>Management Capability (15%)</b>	The team seems unable to develop this venture or handle the associated risks.		The team consists of <b>some</b> individuals with relevant backgrounds and experience in their respective functions necessary to be able to developing this venture handle the associated risks.		The team consists of <b>all</b> individuals with relevant backgrounds and experience in their respective functions necessary to be able to developing this venture handle the associated risks.		The team consists of <b>all</b> individuals, <b>including the idea originator</b> , with relevant backgrounds and experience in their respective functions necessary to be able <b>to comprehensively share responsibility</b> in developing the venture and handling associated risks.	
<b>Investment Potential (20%)</b>	The venture does not seem to be successful and thus unattractive for your investment.		The venture represents some investment opportunity and you would <b>consider investing if further developed</b> into a more solid business plan.		The venture represents a real investment opportunity and you would <b>consider investing.</b>		The venture represents a real investment opportunity and you would <b>definitely invest.</b>	
<b>Sustainability and Impact (20%)</b>	The venture meets the needs of the present but <b>clearly compromises</b> the ability of future generations to meet their own needs and has <b>no clear</b> sustainability processes. The venture displays little or <b>no thought</b> about its activities' social or environmental impact.		The venture meets the needs of the present <b>without clear indication of compromising</b> the ability of future generations to meet their own needs through sustainability processes that encompasses <b>some</b> of the venture's business operations. The venture demonstrates <b>due consideration</b> given to its social or environmental impact.		The venture meets the needs of the present <b>without compromising</b> the ability of future generations to meet their own needs through <b>comprehensive</b> sustainability processes that encompasses <b>all</b> of the venture's business operations. The venture <b>validates its scalable social or environmental impact</b> using either qualitative or quantitative measures.		The venture meets the needs of the present <b>without compromising</b> the ability of future generations to meet their own needs through <b>cutting-edge/innovative, comprehensive, and measurable</b> sustainability processes that encompasses <b>all</b> of the venture's business operations. The venture <b>validates its scalable social or environmental impact</b> using either qualitative or quantitative measures with <b>independent verification.</b>	

Comments / Questions:

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