

JUDGE'S EVALUATION FORM: THAILAND TRACK ROUND

PART 1: Written Business Plan (40% of 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							
	Fails to clearly and effectively describe the points well		Describes most of the points but needs more clarification on some important parts		Describes all points in an adequate and effective manner		Describes all points in a very thorough, clear, effective and convincing manner	
	1	2	3	4	5	6	7	8
Executive Summary (5%) Clear, exciting and effective as a stand-alone overview of the plan	1	2	3	4	5	6	7	8
Product or Service (15%) Description, features & benefits, pricing, current stage of development, proprietary position & intellectual property protection status	1	2	3	4	5	6	7	8
Organizational Plan/Overview (5%) Venture purpose, history, genesis of concept, current status, overall strategy and objectives	1	2	3	4	5	6	7	8
Market Analysis & Marketing Plan (12.5%) Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, sales/promotion strategy	1	2	3	4	5	6	7	8
Operational Plan (12.5%) Plan for production / delivery of product or services, product cost, margins, operating complexity, resources required	1	2	3	4	5	6	7	8
Management Team (10%) Identities, experiences, and roles of key personnel (including Board of Directors, management team, technical experts, etc.)	1	2	3	4	5	6	7	8
Financial Plan & Investment Potential (20%) Ask & Offer, funding requirements, 5-year pro forma financial statements, assumptions, and other pertinent financial data (including, but not limited to, the venture's NPV)	1	2	3	4	5	6	7	8
Sustainability & Impact (20%) Demonstrate the ability to meet the needs of the present without compromising the needs of future generations, through innovative, comprehensive, and measurable sustainability processes throughout the venture's business operations. In addition, able to demonstrate scalable positive social or environmental impact using either qualitative or quantitative measures with independent verification.	1	2	3	4	5	6	7	8

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Part 2: Presentation (60% of 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
Product or Service (15%)	The venture's offering is neither unique nor provides value to the customer.		The venture's offering is unique and provides some value to the customer but is still in an unproven stage.		The venture's offering is unique, fulfills unmet needs of the customer and proof of concept .		The venture's offering is unique, fulfills unmet needs of the customer, proof of concept ensured and protected from being copied which gives it a sustainable competitive advantage.	
Market Opportunity (15%)	There is a very little or no market need.		There is a market need , but unclear strategy to capture the target market.		There is a market need with strategy in place that may be able to capture some of the target market.		There is a strong market need with credible/validated strategy in place to be able to fully capture the target market with virtually no competitors.	
Operations (15%)	Plan for acquiring the required resources, production/delivery of product or services is flawed.		There is a comprehensive plan for acquiring the required resources, production / delivery of product or services, but such plan may not be practical.		There is a comprehensive and practicable plan for acquiring the required resources, production/delivery of product or services.		There is a comprehensive and practicable plan for acquiring the required resources, production / delivery of product or services well into the foreseeable future.	
Management Capability (15%)	The team seems unable to develop this venture or handle the associated risks.		The team consists of some 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 all 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 all individuals, including the idea originator , with relevant backgrounds and experience in their respective functions necessary to be able to comprehensively share responsibility in developing the venture and handling associated risks.	
Investment Potential (20%)	The venture does not seem to be successful and thus unattractive for your investment.		The venture represents some investment opportunity and you would consider investing if further developed into a more solid business plan.		The venture represents a real investment opportunity and you would consider investing.		The venture represents a real investment opportunity and you would definitely invest.	
Sustainability and Impact (20%)	The venture meets the needs of the present but clearly compromises the ability of future generations to meet their own needs and has no clear sustainability processes. The venture displays little or no thought about its activities' social or environmental impact.		The venture meets the needs of the present without clear indication of compromising the ability of future generations to meet their own needs through sustainability processes that encompasses some of the venture's business operations. The venture demonstrates due consideration given to its social or environmental impact.		The venture meets the needs of the present without compromising the ability of future generations to meet their own needs through comprehensive sustainability processes that encompasses all of the venture's business operations. The venture validates its scalable social or environmental impact using either qualitative or quantitative measures.		The venture meets the needs of the present without compromising the ability of future generations to meet their own needs through cutting-edge/innovative, comprehensive, and measurable sustainability processes that encompasses all of the venture's business operations. The venture validates its scalable social or environmental impact using either qualitative or quantitative measures with independent verification.	