## JUDGE’S EVALUATION FORM: SAA COACHING ROUND

**Business Viability (100% of Total Score)**

Please evaluate the FULL business proposal from the written business plan, formal presentation, and question and answer (this also includes the venture exhibit) for the Thailand Competition) according to the rubric below.

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>JUDGE’S SCORES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Value Proposition (15%)</strong></td>
<td>1</td>
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<tr>
<td>The venture’s offering is not unique and provides no value to the customer.</td>
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<tr>
<td><strong>Market Opportunity (15%)</strong></td>
<td>1</td>
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<tr>
<td>There is very little or no market need.</td>
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<tr>
<td><strong>Operations (15%)</strong></td>
<td>1</td>
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<tr>
<td>The plan for acquiring the required resources, production/delivery of products or services is fundamentally flawed.</td>
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<tr>
<td><strong>Management Capability (15%)</strong></td>
<td>1</td>
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<tr>
<td>The team seems unable to develop this venture or handle the associated risks.</td>
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<tr>
<td><strong>Validation / Traction / Speed (20%)</strong></td>
<td>1</td>
</tr>
<tr>
<td>The venture has not shown any validation of its market need/solution.</td>
<td></td>
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<tr>
<td><strong>Sustainability and Impact (20%)</strong></td>
<td>1</td>
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<tr>
<td>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.</td>
<td></td>
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</tbody>
</table>

**Comments / Questions:**