

## JUDGE'S EVALUATION FORM: PLAY-OFF ROUND

### Business Viability (100% 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
<b>Value Proposition (15%)</b> The venture's offering is not unique and provides no 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>has proof of concept ensured</b> .		The venture's offering is <b>unique, fulfills unmet needs of the customer, has proof of concept ensured</b> , and is <b>protected from being copied</b> , which gives it a sustainable competitive advantage.	
<b>Market Opportunity (15%)</b> There is very little or no market need.			There is a <b>market need</b> , but a strategy to capture the target market is unclear.		There is a <b>market need</b> with a <b>strategy in place</b> that may be able to capture <b>some of the target market</b> .		There is a <b>strong market need</b> with <b>credible/validated strategy in place</b> to be able to <b>fully capture the target market with virtually no competitors</b> .	
<b>Operations (15%)</b> The plan for acquiring the required resources, production/delivery of products or services is fundamentally flawed.			There is a <b>comprehensive plan</b> for acquiring the required resources, production/delivery of products or services, but such plan is impractical.		There is a <b>comprehensive and practicable plan</b> for acquiring the required resources, production/delivery of products or services.		There is a <b>comprehensive and practicable plan</b> for acquiring the required resources, production/delivery of products 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 develop this venture and 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 develop this venture and 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 to <b>comprehensively share responsibility</b> in developing the venture and handling associated risks.	
<b>Validation / Traction / Speed (20%)</b> The venture has <b>not</b> shown any <b>validation</b> of its market need/solution.			The venture has <b>not fully validated</b> its market need/solution. They have <b>very little traction</b> . The company is still far from making any revenue.		The venture has <b>validated its market need/solution</b> . They have <b>some traction</b> . The company proves to make their first revenue within the next 6-12 months.		The venture has <b>validated its market need/solution</b> . They have <b>strong traction</b> and are <b>moving at the right pace</b> . The company proves to make their first revenue within the next 3 months.	
<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> .	