

## JUDGE'S EVALUATION FORM: THAILAND TRACK ROUND

### PART 1: Written Business Plan (40% of Total Score)

Please evaluate the **written business plan** 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
<b>Executive Summary (5%)</b> Clear, exciting, and effective as a stand-alone overview of the plan	1	2	3	4	5	6	7	8
<b>Product or Service (15%)</b> Description, features & benefits, pricing, current stage of development, proprietary position, and intellectual property protection status	1	2	3	4	5	6	7	8
<b>Organizational Plan/Overview (5%)</b> Venture purpose, history, genesis of concept, current status, overall strategy, and objectives	1	2	3	4	5	6	7	8
<b>Market Analysis &amp; Marketing Plan (12.5%)</b> Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, and sales/promotion strategy	1	2	3	4	5	6	7	8
<b>Operational Plan (12.5%)</b> Plan for production/delivery of product or services, product cost, margins, operating complexity, and resources required	1	2	3	4	5	6	7	8
<b>Management Team (10%)</b> Identities, experiences, and roles of key personnel (including Board of Directors, management team, technical experts, etc.)	1	2	3	4	5	6	7	8
<b>Financial Plan &amp; Investment Potential (20%)</b> 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
<b>Sustainability &amp; Impact (20%)</b> 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, they are 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: Business Viability (60% of Total Score)

Please evaluate the **FULL** business proposal (from the **written business plan, formal presentation, and question and answer**) 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 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, and has proof of concept ensured.</b>		The venture's offering is <b>unique, fulfills unmet needs of the customer, has proof of concept ensured, and is 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 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.	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 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</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 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>	