



# CORNELIUS BUSINESS PLAN COMPETITION

## CONCORDIA UNIVERSITY IRVINE

*Concordia University Irvine*  
*Cornelius Business Plan Competition*

**Official Graduate Student and Alumni Track  
Rules, Requirements, and Judging Criteria  
April 8, 2018**

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For questions or additional information about the Concordia University Irvine Cornelius Business Plan Competition, contact us at [cui.edu/bpc](http://cui.edu/bpc) or [ryan.buuck@cui.edu](mailto:ryan.buuck@cui.edu)

## APPLICATION SUBMISSION

**How to Enter:** To enter, the designated team leader should complete the online application found at [cui.edu/bpc](http://cui.edu/bpc). The Application consists of a range of eligibility questions and must be completed by 11:59 pm PST, Friday, January 26th, 2018.

### Important Dates – Pre-Competition

<b>Friday, January 26, 2018</b> by 11:59 pm PST	Deadline to submit Application:  <i>Submit online: go to <a href="http://cui.edu/bpc">CUI BPC website</a> to access registration form</i>  <b>All teams</b> that complete an application will receive access to the CUI BPC Drive that will provide educational materials for the completion of the business plan.
<b>Wednesday, January 10, 2018</b> at 6:00 pm PST DeNault Auditorium	First Workshop, “Ideation”
<b>Wednesday, January 31, 2018</b> at 6:00 pm PST DeNault Auditorium	Second Workshop, “Marketing and Sales”
<b>Wednesday, February 28, 2018</b> at 6:00 pm PST DeNault Auditorium	Third Workshop, “Finance and Accounting”
<b>Wednesday, March 28, 2018</b> at 6:00 PM PDT DeNault Auditorium	Fourth Workshop, “Bringing It Together”
<b>Friday, March 30, 2018</b> by 11:59 pm PDT <b>Thursday, April 5, 2018</b> by 11:59 pm PDT	Final Business Plan due by email at <a href="mailto:ryan.buuck@cui.edu">ryan.buuck@cui.edu</a>  Final Presentation Deck due by email at <a href="mailto:ryan.buuck@cui.edu">ryan.buuck@cui.edu</a>
<b>Wednesday, April 4, 201</b> at 6:00 PM PDT DeNault Auditorium	Final Workshop, “Presentation”
<b>Friday, April 7, 2018</b> 6:00 pm PDT Grimm Hall Patio <b>Saturday, April 8, 2018</b> 9:00 am PDT CU Center & DeNault Auditorium	Cornelius Business Plan Competition Mixer  Cornelius Business Plan Competition Undergraduate and Graduate/Alumni Tracks

### General Notices

**Feedback:** All teams which submit complete business plans will receive feedback on their submissions from the Concordia University Irvine Cornelius Business Plan Competition (“CUI CBPC”) Review and Selection Board.

**Non-confidentiality:** All sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these sessions may be broadcast to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be

considered information that could possibly enter the public realm, **and entrants should not assume any right of confidentiality** in any data or information discussed, divulged, or presented.

Participants will, however, be asked to sign non-confidentiality agreements for the workshops during which proprietary and sensitive financial information could be shared.

**Due to the nature of the competition, we are not able to ask judges, reviewers, staff, or the audience to agree to or sign non-disclosure statements.** However, we will make every effort to limit distribution of business plans presented at the competition. We cannot guarantee that other individuals will not obtain access to electronic or hard copies of the business plan. All presentations are open to the general public, and all presentations will be videotaped. Attendance by media personnel is possible.

**Copyrights & Permissions:** If a team uses copyrighted materials and/or images from a third-party in their submissions or presentations, they must obtain permission and authorization in advance from the owners to use this material.

Information presented by the Company at the Concordia University Irvine Cornelius Business Plan Competition is the sole responsibility of the Company. Concordia University and any of its affiliates (collectively, "Concordia"), has not taken, and does not intend to take, any steps to verify the adequacy, accuracy or completeness of any information, materials or statements presented by the Company. The Company, and not Concordia, is responsible for ensuring the Company's compliance with all applicable federal, state and other securities laws, and it is solely the Company's responsibility to comply with any of such laws that are applicable. Concordia does not give investment advice, endorsement, analysis or recommendations with respect to any securities and is not a broker, venture fund or an investment advisor.

**Use of Materials:** We reserve the right to use any material prepared for the CUI CBPC in publicizing and promoting the event. We may use these materials in any printed materials and any videotape or other medium that it may produce. We may videotape any portion of the Competition and utilize these tapes in any way that it sees fit.

**Entry Fees:** The CUI CBPC does not have an entry fee.

**Changes to Competition Rules:** While not anticipated, these rules and prizes are subject to change at the discretion of the Competition at any time. The CUI CBPC staff has the right to interpret these rules according to its own judgment.

**Decisions regarding the Competition and the Winners:** All decisions regarding the competition rules, procedures, and processes are at the sole discretion of the CUI CBPC staff. Changes and/or interpretations of these rules may be made by the CUI CBPC staff at any time, even though they may be (or may appear to be) in conflict with some previously published information. The selection of the teams to compete and the decision of the winners are at the sole discretion of the judges and the CUI CBPC staff. Best efforts will be made to make decisions in accordance with this Official Rules document. In the event of an occurrence not explicitly covered in the Official Rules, or an interpretation that needs to be made, all decisions will be made by the CUI CBPC staff and judges and are final.

**Teams must meet all the following eligibility requirements in order to be selected to compete:**

**Student Enrollment:** The competition is for Graduate students currently enrolled on a full or part-time basis (i.e., from July 2017 through June 2018 **and** Alumni of Concordia University).

**Team Size:** The presenting (competing) team is recommended to include two to four current Graduate students and/or alumni, however teams of one to five are accepted. **(At least two team members must be present to compete and both must participate in the oral presentation of the business plan unless**

**your team is one person in which case they must present alone).** Others involved in the venture (non-students/alumni) are welcome to attend the competition with the competing team, but are prohibited from participating in the presentations or Q&A sessions. Faculty advisors or other team mentors are encouraged to attend and are prohibited from participating in the presentations or Q&A sessions.

**Team Composition:** This is a competition for Graduate students and Alumni. Competing team members may be from any major, discipline, or graduate program at Concordia University or an alumnus.

Non-students may be members of the venture's founding/management team and may participate in planning the venture. However, only graduate students and alumni may compete (present the plan and answer questions from the competition judges). Individuals may compete as the sole member of a team. The maximum number of competitors on a team participating at Concordia is five (5), although there is no restriction on the total size of the venture's founding team.

**Involvement:** The competition is for graduate student and alumni-created and managed ventures. Students or alumni are expected to:

- (1) be the driving force behind the new venture,
- (2) have played the primary role in developing the business plan,
- (3) have key management roles in the venture, and
- (4) own significant equity in the venture.

In general, a graduate student or alumni member of the team should be CEO, COO, or President of the venture, or graduate students or alumni members of the team should occupy 50% or more of the functional area management positions that report directly to the CEO, COO, or President.

**Faculty Involvement:** Each team **MUST** have the endorsement of a faculty advisor for segments (Marketing, Finance/Accounting) of their business plan. All faculty advisors will be asked to confirm the eligibility of the team.

**Nature of Ventures:** The competition is for new, independent ventures in the idea, seed, or start-up stages. **Excluded** are the following: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations.

All ventures must adhere to the [Concordia University Student Code of Conduct](#). Ventures including, but not limited to those focused on alcohol or drug consumption are strictly prohibited.

**Prior Activity:** Business concepts that won first, second, or third place in a previous year's competition are prohibited from participation. Competing team members may participate in the CUI CBPC more than once if entering with a new venture/new concept.

Ventures with more than \$50,000 in revenues in prior academic years (before May, 2017), are excluded. Ventures that have raised more than \$100,000 in equity capital from sources other than the members of the team or their friends and families before the current academic year (before May, 2017), are excluded.

**The CUI BPC Staff has the final decision on which teams are invited to compete in the Cornelius Business Plan Competition and reserves the right to include or exclude any teams for any reasons.**

**Additional Team Notes:**

**Attendance:** To be considered for competition, teams should have at least one member present at every workshop. All presenting team members must arrive at Concordia on April 7, 2018 15 minutes before their scheduled time. Teams must attend the Awards Banquet after the competition on Friday night to receive their awards.

**Prize Payments:** Award payments will be issued to the Team's members. All required taxes will be withheld, and tax refund documents issued by Concordia University. Funds will be equally distributed amongst team members unless otherwise specified by the team. Prizes will be assigned as follows: 1st place - \$3,000 2nd place - \$2,000 3rd place - \$1,000 4th & 5th place - \$500. 90 second fast pitch winner - \$500. In the event that less than 10 teams compete in the full pitch competition, the 4th and 5th prizes will not be activated.

**Required Forms:** Each winning team will be required to provide appropriate documentation to receive award payments which include W-9 and/or EIN forms for US teams. **No prizes will be awarded without the required forms submitted.**

### **SUBMISSION AND PRESENTATION GUIDELINES**

**Business Plan:** Please submit the file in **Adobe Acrobat PDF. No other format will be accepted.** Files should be named according to the following format: Company\_Name\_2017.pdf and should be submitted before 11:59 pm, March 30, 2018.

**Requirements:** Written business plans should include the executive summary and summary of financial data. Detailed spreadsheets and appropriate appendices should follow the text portion of the plan should also be included.

#### **Contents of the Written Business Plan:**

Each business plan will be unique, however it is recommended that your plan include the following information:

- Executive Summary
- Marketing
  - Product or service description (incl. current status of development – beta, prototype, etc.)
  - Customer/Market analysis (market size, potential market share, competitive analysis)
  - Sales and Marketing Plan (how you will go-to-market, 4 P's)
- Financials
  - Financial highlights (cash flow, income statement, balance sheet)
- Offering of the company (how much investment you are seeking, uses of funding, possible exits)

**Business Plan Financial Data:** Financial data should include a cash flow statement, income statement, and balance sheet. All business models are different and plans should reflect financial data relevant to the venture. This data should be included in a summarized fashion in the main section of the business plan. Include an explanation of the offering to investors indicating how much money is required, how it will be used, and the proposed structure of the deal, (i.e., stock, debentures, etc.) and possible exit strategies. Detailed financial data and tables should be included in the appendix.

**Please note:** The team is not required to reveal the exact desired terms of the deal (i.e., proposed company valuation and percentage of company being offered). However, **teams should expect to be asked about these terms** and should be prepared to answer these questions in some fashion (if this information is not already provided in the written plan.) It is up to the team to assess the BEST way to address this question; however, past experience indicates that some judges will want to know a team's estimated company valuation.

**Appendices:** Should be included only when they support the findings, statements, and observations in the plan. Because of the number of teams in the competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan must contain all pertinent information in a clear and concise manner.

**Final Business Plan:** Once the online business plan submission round closes on March 30, 2018 at 11:59 pm PDT, it will be provided for review by the judges, and you will receive written feedback from them Monday after the competition is over.

**Team Media Materials:** Teams will be required to submit materials on March 30, 2018 at 11:59 pm that will be used in print, web, and other media including:

- Team Descriptions
- Team/Team member photos and short bio (major, graduating year, interesting facts, etc.)
- Product or prototype photos (if applicable)
- Company Logo (if applicable)

## **FULL PITCH COMPETITION TRACK**

**Presentations** will take place on the Concordia University campus on Saturday, April 7, 2018. A complete presentation schedule will be provided the week prior to the competition.

**Note: Teams may observe other teams' presentations.** *The same observation guidelines apply to Team Faculty Advisors and Team Special Guests.*

**Equipment:** Teams should plan to bring a laptop and a copy of their presentation on a flash drive. The presentation room is equipped with a large-screen projector and a room equipment to run your presentation. There will be a monitor for you to view your deck and a clicker to change slides.

**IMPORTANT NOTE:** Please email your presentation to the competition director at [ryan.buuck@cu.edu](mailto:ryan.buuck@cu.edu) the Thursday before the competition.

Please note that if your presentation contains video, graphics, and/or sound, there is every expectation that your presentation will work properly at the Competition. However, based on past experience, we cannot guarantee that video, graphics, and sound will work 100% of the time.

### **Rules:**

- Teams will present to a panel of judges
- 12 minutes of uninterrupted PowerPoint presentation (this limit will be strictly enforced, and teams will be given "3 minutes and 1 minute remaining" warning)
- Up to 5 minutes of "questions and answers" from the judges
- Judges will evaluate and score the pitches
- Scores will be tallied privately, and the prize winners will be announced at the awards reception on Friday evening
- Full scores and feedback from the judging panel will be provided to all teams the week following the competition. Scores will not be disclosed to teams the day of the competition.

**90-Second Fast Pitch:** All teams will have the option to participate in the 90 Second Fast Pitch competition on the date of the competition as a secondary track. One presenting team member from each team will give a 90-second pitch in front an additional panel of judges. The 90-Second Fast Pitch is your business overview that you should be able to deliver powerfully and concisely and should provide enough information to pique the interest of potential investors and strategic partners. It should provide a clear picture of the company and its solution.

**Rules:**

- All Teams will have the option to compete in the **90-Second Fast Pitch Competition**.
- Each team will be given a **maximum of 90 seconds** to present its elevator pitch to the judges.
- Index cards or other notes are allowed but not recommended.
- No visual aids will be allowed.
- **This presentation will be given by one team member.** The 90 second Elevator Pitch will be uninterrupted. There will be no Question and Answer period. Teams will be judged on their oral presentation alone. You will have a clock in front of you so that you can regulate your own time, and if you speak longer than 90 seconds, you will be stopped

## TENTATIVE EVENTS SCHEDULE

<b>Mixer, Friday, April 7</b>	5:00 pm	Team Check-In and Set Up
	6:00 pm - 8:00 pm	BPC Mixer
<b>Main Competition, Saturday, April 8</b>	8:00 am	Team Check-In
	9:00 am	Opening Ceremony
	9:20 am	First Presentation
	9:45 am	Second Presentation
	10:10 am	Third Presentation
	10:35 am	Fourth Presentation
	11:00 am	Fifth Presentation
	11:25 am	Lunch break
	12:30 pm	Sixth Presentation
	12:55 pm	Seventh Presentation
	1:20 pm	Eighth Presentation
	1:45 pm	Ninth Presentation
	2:10 pm	Tenth Presentation
	2:30 pm	Final Presentation Ends
	2:30 pm – 3:00 pm	Judges Deliberation
	3:00 pm – 3:30 pm	Results and Awards Ceremony
	3:30 pm - 4:30 pm	Post-Competition Banquet
<b>90 Second Fast-Pitch Saturday, April 8</b>	12:30 pm	90-Second Pitch Begins
	12:35 pm	Second Pitch
	12:40 pm	Third Pitch
	12:45 pm	Fourth Pitch
	12:50 pm	Fifth Pitch
	12:55 pm	Sixth Pitch
	1:00 pm	Seventh Pitch
	1:05 pm	Eighth Pitch
	1:10 pm	Ninth Pitch
	1:15 pm	Tenth
	1:15 - 1:25	Judges Deliberation

## Event Locations

**Competition Rounds:** All Competition rounds will be held in the CU Center at Concordia University Irvine.

**90-Second Fast Pitch Rounds:** The secondary track to the CUI CBPC will be held in a room to be determined.

**Awards Ceremony:** The Awards Banquet will be held in Grimm Hall, with the Post-Competition Banquet to be held on the patio outside of the auditorium. Food and beverages will be provided and all are encouraged to stay.

## General Evaluation Criteria:

The competition is intended to simulate the real-world process of entrepreneurs soliciting start-up funds from early-stage investors and venture capital firms. The judges function as early stage venture capital investors deciding on which business venture they would most likely fund. The quality of the idea, the size of the market, the competitive differentiation, the strength of the management team, and the clarity and persuasiveness of the written plan and oral presentation, all influence the judges' decisions. **Ultimately, the winning team should be the team in which the judges would most likely invest their money.**

The ranking of the top teams is guided by the scorecard (described below), but should be consistent with the approach that would be used by an early-stage venture capital or angel investor.

We recognize that consistent with real life investment situations, early-stage companies can be in very different stages of development. To compensate for this, we would expect that an investor would require the higher investment returns for a very early stage company than for a later stage company which has less risk (i.e., the greater the risk or the longer the time to a liquidity event, the higher the required return). We assume, in general, that these rules would apply for the judges at the CBPC.

Teams are not required to reveal the exact desired terms of the deal (i.e., their proposed company valuation and percentage of company being offered to investors). However, some investors prefer to have this information upfront, (while some investors feel that it is not as important until later). We recommend that teams be prepared to address questions about their terms, but it is up to the team to decide how they want to answer these questions.

Unlike many venture capital funds, judges in this competition should not restrict themselves to investing in only certain types of new business ventures (such as biotechnology or information technology). Judges in this competition should assume that they would be open to investing in any type of new business venture, assuming that other criteria such as those mentioned above, are met.

## SCORING - CRITERIA

The winners of the competition will be determined by the judges' **ranking** of the teams. This ranking will be based on the judges' willingness to invest in the company as noted above. Judges will **rank** the teams from most likely to invest to least likely to invest.

To assist the judges in this decision process and to provide additional feedback to the teams, the judges will fill out 2 scorecards for each team. The 2 scorecards will cover:

- Part I Written Business Plan
- Part II Verbal Presentation & Business/Investment Viability

The individual feedback forms are designed to provide guidance for judges in evaluating the individual components of each team in order to develop their overall rankings. Feedback forms are also designed to provide feedback to the competitors, and will be given to competitors at the end of the competition.

### **Written Business Plan Evaluation**

Judges review the written business plans of each of the teams and complete Part I of the CBPC Scorecard online for each plan in advance of the competition. Part I is designed to help assess the written business plan, focusing on key elements and the effectiveness of the summary financial data.

### **Scoring**

**Each judge will listen to and evaluate the pitch of each team using the Part II Form and Rankings.**

#### **➤Part II Form**

The quantitative assessment provided by the Forms is only meant to serve as a guide to the judges for ranking the teams. The **rankings** will determine the overall winners based on **where judges would invest their money**.

The winning team will be determined by the judges **ranking** of the teams. This ranking will be determined Friday afternoon after all of the teams have presented to the judges.

### **Scoring – Elevator Pitch**

A judge will score each team that presents on a scale of 7 (excellent) to 1 (poor). The teams with the best (i.e., lowest) overall scores will be the winners.

The judge should evaluate each team based on how convincingly they present their business concept, such that the judge would want to learn more about the company as a potential investor. The best teams are those teams that an investor would want to schedule a follow-up meeting for further discussion because they believe this company represents a strong investment opportunity

**2017 Cornelius Business Plan Competition**  
**Judging Evaluation Form Part I. Written Business Plan**  
(Completed prior to date of competition)

**Judge's Name:** \_\_\_\_\_

**Team Name:** \_\_\_\_\_

**Please evaluate the written business plan on the following aspects:**

- 7 = Excellent - Outstanding execution, research exceeds standards, exemplary presentation  
6 = Very Good - Great execution, research very well done, exceptional presentation  
5 = Good - Proficient execution, research well done, above average presentation  
4 = Adequate - Competent execution, sufficient research, averagely prepared presentation  
3 = Fair - Some elements missing, some research, below average preparation  
2 = Poor - Many elements missing, little research, minimal preparation  
1 = Very poor - Main elements missing, no research, preparation far below standards

Please evaluate the following items based on whether or not they satisfy the requirements or questions listed in the description beneath each item.

	Excellent						Very Poor
	7	6	5	4	3	2	1
<b>1. Executive Summary</b> (Clear, exciting, and effective as a stand-alone overview of the plan)							
<b>2. Company Profile</b> (Legal form of business, effective date, ownership, location, development goals, financial overview)	7	6	5	4	3	2	1
<b>3. Products or Services</b> (Description, features, benefits, pricing, current stage of development, proprietary position)	7	6	5	4	3	2	1
<b>4. Industry Analysis</b> (Description of industry, trends, strategic opportunities)	7	6	5	4	3	2	1
<b>5. Target Market &amp; Customer Profile</b> (Target market defined, effective analysis of market potential, patterns, vulnerabilities, etc., description of target customers)	7	6	5	4	3	2	1
<b>6. Competitive Analysis</b> (Key competitors identified, effective analysis of competitors strengths and weaknesses, potential future competitors, barriers for entry)	7	6	5	4	3	2	1
<b>7. Market and Marketing Strategy</b> (Key message to be communicated, marketing and promotional activities, sales procedures and methods concisely defined)	7	6	5	4	3	2	1

<b>8. Operations</b> (Facilities and equipment needed, production plan, workforce plan)	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>9. Management</b> (Background of key individuals, ability to execute strategy, personnel needs, organizational structure, compensation, advisory board, etc.)	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>10. Summary Financials</b> (Presented in summary form, easy to read and understand, consistent with plan and effective, projections are reasonable, all necessary financial statements for the business are included)	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>11. Offering and Viability</b> (Proposal/terms to investors, clarity of investment proposal, investment potential)	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>12. Overall Assessment of Written Plan</b> (Is the plan clear and compelling? Are there typographical errors? Does it follow a logical order?)	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>

#### Strengths of the Written Business Plan

#### Areas for Improvement

**2017 Cornelius Business Plan Competition**  
**Judging Evaluation Form Part II. Oral Presentation and Business Viability**

**Judge's Name:** \_\_\_\_\_

**Team Name:** \_\_\_\_\_

**Please evaluate the written business plan on the following aspects:**

- 7 = Excellent - Outstanding execution, research exceeds standards, exemplary presentation  
 6 = Very Good - Great execution, research very well done, exceptional presentation  
 5 = Good - Proficient execution, research well done, above average presentation  
 4 = Adequate - Competent execution, sufficient research, averagely prepared presentation  
 3 = Fair - Some elements missing, some research, below average preparation  
 2 = Poor - Many elements missing, little research, minimal preparation  
 1 = Very poor - Main elements missing, no research, preparation far below standards

Please evaluate the following items based on whether or not they satisfy the requirements or questions listed in the description beneath each item.

	Excellent					Very Poor	
	7	6	5	4	3	2	1
<b>1. Introduction</b> (Compelling opening that outlines scope and purpose of the presentation, business name, vision statement, attention grabbing)							
<b>2. Business Summary</b> (What is the problem being addressed/opportunity created by the company? What does the company do? Unique success factors? Status (start-up, concept, expanding, etc)?							
<b>3. Market Opportunity</b> (There is a clear market need presented as well as a way to take advantage of that need. Shows an understanding of market trends? Who are the competitors? How will you enter the market? Product positioning - high-end/low-end/niche/mass-market, etc. Competitive advantage?)							
<b>4. Marketing &amp; Sales Plan</b> (Target market identifies demographics, geography, etc? Awareness/branding - how will you create visibility and customers? Go-to-market approach? Brick-and-mortar,online, partners, distribution channels, etc?)							
<b>5. Distinctive Competence</b> (The company provides something novel/unique/special that gives it a competitive advantage in its market)							

<b>6. Financial Understanding</b>							
(This team has a solid understanding of the financial requirements of the business, Includes relevant financial statements and projections for the business? Amount of funding requested and use of funding shown? Note: Max points for accurately identifying and communicating use of funds that relates to company's overall operational plan)	7	6	5	4	3	2	1
<b>7. Management Capability</b>							
(Who are the team members? The team can effectively develop this company and handle the risks associated with the venture?)	7	6	5	4	3	2	1
<b>8. Conclusion</b>							
(Reiterates the vision of the company, reiterates unique success factors, restates the capital requirement)	7	6	5	4	3	2	1
<b>9. Questions</b>							
(Responses appropriate, accurate, and answers the question? Poise: comfortable, confident, responds well if unable to answer the question? All team members present answer (not dominated by one)?)	7	6	5	4	3	2	1
<b>10. Presentation Deck</b>							
(The team presented their venture in a logical, persuasive, organized manner. Effective use of charts, graphs, images, etc.? Free of grammatical errors?)	7	6	5	4	3	2	1
<b>11. Presentation Delivery</b>							
(Persuasive, confident, articulate speaking? Well-prepared/rehearsed? Personable, eye-contact, connects with audience and judges? Appropriate attire and body language?)	7	6	5	4	3	2	1
<b>12. Investment Potential</b>							
(The business represents a real opportunity worth investing in.)	7	6	5	4	3	2	1

<b>Strengths of Presentation</b>

<b>Areas for Improvement</b>

**2017 Cornelius Business Plan Competition**  
**Judging Evaluation Form Part III. 90-Second Fast Pitch**

**Judge's Name:** \_\_\_\_\_

**Team Name:** \_\_\_\_\_

**Please evaluate the written business plan on the following aspects:**

7 = Excellent - Outstanding execution, research exceeds standards, exemplary presentation

6 = Very Good - Great execution, research very well done, exceptional presentation

5 = Good - Proficient execution, research well done, above average presentation

4 = Adequate - Competent execution, sufficient research, averagely prepared presentation

3 = Fair - Some elements missing, some research, below average preparation

2 = Poor - Many elements missing, little research, minimal preparation

1 = Very poor - Main elements missing, no research, preparation far below standards

Please evaluate the following items based on whether or not they satisfy the requirements or questions listed in the description beneath each item.

<b>1. Problem / Opportunity</b> (Described the need for the product or service the company provides)	<b>Excellent</b> <b>7 6 5 4 3</b>	<b>Very Poor</b> <b>2 1</b>
<b>2. Product / Service</b> (Value proposition - how product/service solves the problem or takes advantage of opportunity)	<b>7 6 5 4 3</b>	<b>2 1</b>
<b>3. Target Market</b> (Explains who will buy product/service and why)	<b>7 6 5 4 3</b>	<b>2 1</b>
<b>4. Price / Cost</b> (Price of product/service and cost to produce it. Revenue potential / business model)	<b>7 6 5 4 3</b>	<b>2 1</b>
<b>5. Market Size</b> (Shows understanding of industry and potential buyers and users of product/service)	<b>7 6 5 4 3</b>	<b>2 1</b>
<b>6. Competition / Competitive Advantage</b> (Main competitors and what differentiates the product/service)	<b>7 6 5 4 3</b>	<b>2 1</b>
<b>7. Management Team</b> (Who are key people and why are they qualified?)	<b>7 6 5 4 3</b>	<b>2 1</b>
<b>8. Closing</b> (Memorable. Generates excitement for the venture and for the investor to learn more)	<b>7 6 5 4 3</b>	<b>2 1</b>
<b>9. Delivery</b>		

(Clear and concise speaking. No notes or aids. Well prepared/rehearsed.)	7	6	5	4	3	2	1
<b>10. Told a story</b>							
(Pitch was casual and not forced. Not a bulleted list. Natural flow.)	7	6	5	4	3	2	1
<b>11. Related to Audience</b>							
(Personable, eye-contact, appropriate attire and body language.)	7	6	5	4	3	2	1
<b>12. Enthusiasm</b>							
(Obvious passion for new venture. Worthy of continued conversation/possible investment.)	7	6	5	4	3	2	1

Strengths of Pitch

Areas for Improvement