

2021 Business Plan Competition: High School 4-7 page Business Plan Judging Criteria

The following criteria are to be used to evaluate 4-7 page business summaries. Score from 1 (lowest) to 5 (highest)

	Score based on 1 (lowest) to 5 (highest)
<p>OVERALL IMPRESSION OF EXECUTIVE SUMMARY:</p> <p>Does the summary make the reader want to learn more?</p> <p>Is the summary well written and succinct?</p> <p>Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?</p>	
<p>TEAM:</p> <p>Does the summary adequately describe team members' skills, and roles?</p> <p>Does the team describe advisors or mentors?</p>	
<p>CUSTOMER SEGMENTS:</p> <p>Does the team describe their ideal customer?</p>	
<p>PROBLEM:</p> <p>Does the team understand the 1-3 top problems their customers face?</p>	
<p>SOLUTION:</p> <p>How effectively does the product solve the customers' top problems?</p>	
<p>VALUE PROPOSITION:</p> <p>Has the team clearly stated their value proposition? Is there a single, clear, compelling message that states why the proposed solution is worth paying attention to?</p>	
<p>COMPETITIVE STRATEGY:</p> <p>Has the team identified what they have, that their competitors do not, that gives them an advantage?</p>	

<p>GO TO MARKET STRATEGY:</p> <p>Has the team described how they will reach their customer segments?</p>	
<p>REVENUE MODEL:</p> <p>Has the team described what their customer is buying from them? And what they are charging their customers?</p>	
<p>COST STRUCTURE:</p> <p>Has the team described what it will cost to run the business?</p>	
<p>KEY METRICS:</p> <p>Does the summary describe how the team will measure success?</p>	

TOTAL _____