

Viability of the Idea Points Awarded *Poor* 20 *Fair* 30 *Satisfactory* 40 *Excellent* 50

The team did a good job identifying its initial target market	Comments:
The team is targeting a large and attractive potential market	

Product or Service Points Awarded *Poor* 20 *Fair* 30 *Satisfactory* 40 *Excellent* 50

The team has identified a compelling initial product or service.	Comments:
The team has described a robust product/service additions going forward.	

Customers Points Awarded *Poor* 20 *Fair* 30 *Satisfactory* 40 *Excellent* 50

The team has identified its initial target customers	Comments:
The team has articulated a customer value proposition.	

Development Plan Points Awarded *Poor* 5 *Fair* 10 *Satisfactory* 15 *Excellent* 20

The team has clearly identified its resource requirements and these can be reasonably obtained.	Comments:
---	-----------

Distribution Plan Points Awarded *Poor* 5 *Fair* 10 *Satisfactory* 15 *Excellent* 20

The team's sales model is a good fit for its product/service and business model.	Comments:
--	-----------

Competition Points Awarded *Poor* 10 *Fair* 20 *Satisfactory* 30 *Excellent* 40

The team comprehensively identified potential competitors.	Comments:
The initial product or service has strong competitive advantages vs. existing alternatives.	

Style of the Presentation Points Awarded *Poor* 5 *Fair* 10 *Satisfactory* 15 *Excellent* 20

Does the presentation grab your attention and motivate you to get involved?	Comments:
Are team members dressed professionally or in a manner appropriate for their business?	
Do team members show self confidence, poise, and voice projection?	
Does the pitch and presentation finish within the time limits set?	

Total
/250