

Business Concept Competition Judging Form – Student: _____ Concept: Judge:

Live Finale Judging Criterion	Poor	Fair	Good	Excellent	Rating (1-4)	Weighing Factor	Score (Rating X Weight)
	1	2	3	4			
<p>Product/Service description and Value provided – Is the concept and value provided/pain solved clearly identified. Mark low if concept not realistic.</p>	Limited explanation /clarity of Prod/Svc and value provided	Clear explanation of Prod/Svc, limited explanation of value provided/proble m solved	Clear & credible explanation of both Prod/Svc and value provided	Product/svc envisioned as if it were already in practice and shows an enticing value proposition		Times 3 (15%)	
<p>Market identification - Is the market identified and appropriate for this product/service?</p>	Market not identified or not appropriate	Market identified and value meets minimally with market	Market clearly identified & value matches the need of market	Growing market clearly identified & value matches need of market		Times 3 (15%)	
<p>Method/Location for Delivery of Product/Service - Are they clearly identified and appropriate for the business concept?</p>	Inappropriate location and/or method for the business concept	Limited potential for business to operate via method & location.	Appropriate location & method to distribute Prod/Svc.	Outstanding & realistic mechanisms for Prod/Svc to be attained by consumers		Times 3 (15%)	
<p>Concept-Opportunity-Return - Consider the student's understanding of how the business concept fits the opportunity. Consider potential return \$\$</p>	No potential for business to fit opportunity or see \$ returns.	Has potential to successfully fit opportunity but with limited \$ return.	Good potential for business to fit opportunity and be appropriately	Outstanding fit/new idea into the desired market with potential for high \$ return		Times 3 (15%)	

<p>Response to Questions – consider the student’s poise and ability to think/answer questions with clarity</p>	<p>Poor response - failed</p>	<p>Minimal answers to questions or wandered during explanations.</p>	<p>Answered questions clearly</p>	<p>Excellent response – Clearly answered and expounded</p>		<p>Times 3 (15%)</p>	
<p>Creativity, innovativeness & Passion – Consider the product/service as well as the reasoning for wanting this business concept to succeed</p>	<p>No creativity/innovation or passion employed in concept</p>	<p>Creativity/innovation or passion for the concept is indicated but neither is strong.</p>	<p>Demonstrates creativity /innovation, and some passion for the concept.</p>	<p>Demonstrates substantial creativity/innov, and strong passion for, the concept</p>		<p>Times 2 (10%)</p>	
<p>The oral presentation is clear, concise and logical – Consider word choice and grammar as well as long pauses or “Um,” etc.</p>	<p>Oral presentation & explanations are poor</p>	<p>Oral presentations & explanations are understandable but need work</p>	<p>Oral presentation & explanations are pretty good.</p>	<p>Oral presentation & explanations are logical, clear and concise. Student is poised.</p>		<p>Times 2 (10%)</p>	
<p>Business Concept Name - Does the name attract customers & make sense for this business concept?</p>	<p>Name does not add value to business.</p>	<p>Name is appropriate for concept and adds value to business concept</p>	<p>Name attracts consumers and is relevant to the concept</p>	<p>Name is catchy and memorable, while also thoroughly promoting business concept</p>		<p>Times 1 (5%)</p>	
<p>Overall Comments:</p>						<p>Perfect score = 80</p>	