



Business Plan Presentation Evaluation Form

Team Name: _____

Judge's Name: _____

Rate the following items on a scale of 1 – 5 OR 2 - 10

5/10 = exceptional/ no need for improvement
4/8 = admirable/ need for minor improvement
3/6 = acceptable/ need for moderate improvement
2/4 = amateur/ need for significant improvement
1/2 = unacceptable/ need for complete revision

1. Presentation of Facts (*this section is weighted more heavily*) 2 4 6 8 10

Please consider:

- a) Meaningful description of the product or service
- b) Demonstrated research of competition and target customer
- c) Thorough and convincing description of marketing plan.
- d) Thorough financial analysis explaining *price, start-up & operating costs, COGS, Sales Projections, Break Even Point & Financial Need*

COMMENTS:

2. Presentation Skills

1 2 3 4 5

Please consider:

- a) Physical composure – posture, pacing, hand gestures
- b) Eye contact with judges and audience
- c) Voice projection, tone and pace
- d) Professional dress and language

COMMENTS:

3. Persuasiveness of Presentation

1 2 3 4 5

Please consider:

- a) Team demonstrated mastery of the details of their business plan
- b) Team fielded questions confidently
- c) Team has convinced you to invest in this business

COMMENTS:

4. Feasibility (*this section is weighted more heavily*)

2 4 6 8 10

Please consider:

- a) Business can be capitalized with a maximum of \$1000
- b) This team can operate the business in a range of 1.5 – 5 hours per week per student
- c) This team can implement and manage this business (*Issues to consider: liability, contracts, transportation*)

COMMENTS:

TOTAL SCORE: _____/30