

Team Name

Team # XX

Criteria	Weight (%)	Poor - 0	Fair - 5	Good -10	Very Good - 15	Outstanding -20
1. The team has clearly identified a solution/approach to address the customer need and is original and innovative. (Context/Relevance & Creativity)	25%					
2. The solution is clearly positioned in the marketplace relative to its competition and is credible. (Feasibility & Viability)	20%					
3. Marketing and sales approaches are appropriate for the business. (Process)	10%					
4. Team has a clear, understandable financial plan. (Process)	10%					
5. Existing and/or planned team has the resources (or plan to acquire the resources) to credibly implement the business plan. (Team)	15%					
6. The solution considers its impact on the environment and on a broad range of community stakeholders (triple bottom line).	20%					
Subtotals	100%	0	0	0	0	0
BUSINESS PLAN SCORE	0					

Detailed Criteria

Comments:

Context and Relevance (Desirability)

How well do you define your specific market pain points?

How well do you understand the context, criteria, and constraints of your industry?

What are the benefits/impacts that your concept has?

Creativity

What was the inspiration to your MVP?

If something like your MVP has already been proposed, does your solution offer significant comparative advantages?

Feasibility & Viability

Does your business show evidence of preliminary market understanding or research?

Have you talked to appropriate stakeholders (customers, end users, strategic partners, etc.) or in any way assessed or documented the likely feasibility and impact of your business?

Process

How well do you demonstrate and document an understanding of your value proposition?

Did you effectively identify relevant market strategies applicable to your business?

Team

Have you sought out experts and mentors as needed?

Is your team interdisciplinary and have the right skills to address the specific requirements?

Is your team clearly motivated to continue working on this business beyond this competition?

Triple Bottom Line

Will adoption of your design lead to significant people, planet and profit wins?

How well do you address the underlying sustainability problems you aim to solve?

Have you provided evidence of how your business will address sustainability concerns?

Communication & Presentation

Do your submission materials describe/communicate your business well?

Is the value proposition clear?

Do you support your solution arguments with relevant, properly attributed data/information to enhance your credibility?