

Business Plan & Video

Stage 1 Scoring & Evaluation

Team Name: _____ Evaluator Name: _____

Category	Description	Points Available	Judge's Score
Executive Summary	Is the overview concise, compelling, and complete?	5	
Problem Definition	Is the problem clearly identified, significant, and well-supported by evidence?	10	
Solution & Value Proposition	Does the plan present an innovative, feasible, and well-defined solution with clear technical specifications, development pathways, or proof-of-concept (e.g., system architecture, mockups, or prototype progress)?	15	
Market Opportunity	Is the market size, customer need, and target audience well-defined?	10	
Competitive Advantage	Does the team demonstrate differentiation and barriers to entry?	10	
Business Model	Are the revenue streams, pricing, and cost structure logical and realistic?	10	
Marketing & Sales Strategy	Is there a clear plan to acquire and retain customers?	10	
Operations & Management	Is the team structure and execution strategy strong?	10	
Financial Projections	Are assumptions realistic with credible forecasts?	10	
Risks & Mitigation	Are potential challenges identified with strategies to overcome them?	5	
Clarity & Professionalism	Is the plan well-organized, polished, and persuasive?	5	
Total Score		100	

