

Mayo Business Plan Competition – 2020 Judge’s Evaluation Form

	Company Name:					
	Rate each item between 1 and 5 =>			Score		<= Not less than 1 but 1.5, 2.5, etc. OK
	1	2	3	4	5	
Executive Summary	1 = Muddled summary that raises more questions than answers and/or poor writing limits comprehension			5 = Clear, concise, informative summary that motivates reader to learn more about the business		
The Concept / Idea	1	2	3	4	5	
Clear description of concept and benefit(s) delivered	1 = Benefits of core concept unclear and/or not credible			5 = Benefits of core concept clear and show promise		
Original and/or creative	1 = Concept and/or benefits similar to existing ideas in the market designed to solve the same/similar problem			5 = Concept and/or benefits unique from existing ideas in the market designed to solve the same/similar problem		
Product / Service / Market	1	2	3	4	5	
Product / Services	1 = Development and delivery of product/service is not feasible and/or benefits to end-user uncertain			5 = Product/service clearly feasible and/or benefits to end-user benefits clear		
Market Analysis	1 = Market(s) not identified or unclear , with size and value of market(s) unclear			5 = Market(s) clearly identified and feasible with reasonable estimates of size and value		
Competition	1 = Competitors not identified, unknown, competitive threat under-appreciated			5 = Competition clearly identified according to strengths and weaknesses		
Barriers to Entry	1 = Market/industry/vertical has low barriers to entry and/or barriers to entry undefined, unclear.			5 = Market/industry/vertical has high barriers to entry . Clearly, compelling explanation of how they will be addressed.		
Competitive Advantage	1 = When implemented product/service will not have a distinct competitive advantage over other options in market. Competitive advantage undefined, unclear.			5 = When implemented product/service will have a clear, compelling competitive advantage over other options in market		
Marketing Plan	1 = Connection between target market and marketing plan unclear, lacks cohesion , poor communication strategy			5 = Marketing plan presents compelling argument for reaching target market and a compelling message		
Organizational Plan	1	2	3	4	5	
Management and Operations	1 = Simplistic assumptions make implementation doubtful			5 = Realistic and thoughtful assumptions make implementation doable		
Personnel	1 = Individual responsibility unclear and/or lack specificity			5 = Individual responsibility clear and specific		
Financial Data	1	2	3	4	5	
Pricing / Revenue Model	1 = Pricing/revenue model unclear, unrealistic, and/or inconsistent with market analysis			5 = Pricing/revenue model well defined, realistic, in line with market analysis . Ancillary revenue considered if applicable		
Financial Statements	1 = Income statement, balance sheet, cash flow statement missing, misaligned with plan . Assumptions unrealistic or undefined.			5 = Income statement, balance sheet, cash flow statement detailed, realistic . Assumptions explained, appropriate , and consistent with overall plan		
Impact of Prize Money	1 = Use of prize money unclear or negligible to plan’s ability to move to next/future stage			5 = Prize money can make a clearly defined and meaningful impact in moving plan to next/future stage		
	TOTAL POINTS (Max Points = 70)					