

## Mayo Business Plan Competition – 2023 Judge’s Evaluation Form

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

Additional Feedback/Questions for the Team