



MAYO BUSINESS PLAN COMPETITION

JUDGING CRITERIA

SEMI-FINALS AND FINALS

PURPOSE:

The Mayo Business Plan Competition (MBPC) challenges students to experience the realities of developing a viable business. Through an iterative process, participants refine their ideas, strengthen their entrepreneurial skills, and learn to communicate a plan that can succeed in the marketplace. The competition recognizes and rewards those teams best able to meet these challenges.

EVALUATION CRITERIA:

1. Idea and Value Creation

- Clear value proposition.
- Originality and innovation.
- Impact on the identified problem.
- Differentiation from existing competition.
- Insights gained from customer discovery.
- Readiness for launch.
- Viability of the plan.

2. Market & Financials

- Definition of target market and customer segmentation.
- Pricing and revenue model.
- Development of a beta, prototype, or MVP.
- Realistic and well-supported financial projections.
- Market sizing.

3. Go-to-Market Strategy

- Marketing approach.
- Sales strategy.
- Plan for growth and scale.

4. Implementation & Team

- Timeline for product development and launch.
- Evidence of traction-to-date (sales, partnerships, users, traffic, etc.).
- Future measurable milestones.
- Commitment, motivation, and capability of the founding team.

5. Presentation

- Strength of business plan.
- Presentation of written plan.
- Team presentation.

**MAYO BUSINESS PLAN COMPETITION
2026 SEMI-FINALS & FINALS JUDGES EVALUATION FORM**

| | Rating |
|-----------------------|---------------|
| Idea & Value Creation | |
| Market & Financials | |
| Go to Market Strategy | |
| Implementation & Team | |
| Presentation | |

Rating Scale and Definitions:

- 1 (Unsatisfactory): Major weaknesses with significant gaps, flawed assumptions, or is missing entirely.
- 2 (Poor): Weak, incomplete, critical flaws that severely compromise viability.
- 3 (Fair): Meets basic requirements, lacks depth, contains some flaws or questionable assumptions that raise concerns.
- 4 (Good): Well-developed and realistic, contains some minor weaknesses or areas that could be strengthened.
- 5 (Very Good): Strong and well-researched, with few weaknesses; viable and compelling.
- 6 (Excellent): Exceptionally strong, well-reasoned, demonstrates a deep understanding of the business and market, with a highly promising outlook.
- 7 (Outstanding): Flawless, exceptional vision, thoroughly researched, compelling, and presents a highly convincing and innovative business opportunity.