

## BUSINESS PLAN PRESENTATION - JUDGE EVALUATION SHEET

TEAM NAME

JUDGE NAME

<p style="text-align: center;"><b>Judging Criteria</b></p> <p>Ratings: 1=very poor; 2=poor; 3=good; 4=very good; 5=excellent</p>	<p style="text-align: center;"><b>1 to 5 rating</b></p>
<p>1. <b>Introduction or summary of the business</b> - ability to communicate business in a short, concise introduction and description of business.</p>	
<p>2. <b>Description of the problem</b> that the business is trying to solve.</p>	
<p>3. <b>Details about the offering</b> (product or service); including information about the current stage of development.</p>	
<p>4. <b>Intellectual property status</b> (e.g., patents, trademarks, etc.).</p>	
<p>5. <b>Market analysis</b> (market size, potential market size, key customers, target market, competition).</p>	
<p>6. <b>Competitive differentiation</b> – what makes the business / idea unique?</p>	
<p>7. <b>Sales and marketing plan</b> - get to the market and close sales.</p>	
<p>8. <b>Operating strategy</b> – how will the offering be developed and delivered?</p>	
<p>9. <b>Management team</b> - relevant experience, delivery, how they worked together, and knowledge about what they will need to grow.</p>	
<p>10. <b>Financial highlights</b> – cash flow, first year milestones and trend for 3 years out; information about break-even timing. Details about investment needed with use of funds.</p>	
<p><b>TOTAL SCORE</b> Note that you do not have to provide equal weight to all these items; the score is intended to start a discussion rather than be a deciding criterion. Please also consider the feasibility of the business getting off the ground.</p>	<div style="border: 2px solid black; width: 100px; height: 30px; margin: 0 auto;"></div> <p style="text-align: center;">/ 50</p>

Comments for the AEI team:

Do you recommend for grand prize? For the grand prize, consider the progress the company can make in the next 12 months. Will winning the grand prize help launch this business? Also, we want someone who wins the grand prize to stay in Tuscaloosa and have two team members participate in the summer Academy. Comments?

Recommend for best teamwork, best new idea, and social entrepreneurship?

Do you recommend this team for the Alabama Power Foundation Innovative Technology award?

Do you recommend this team for the Pittsburgh Regional Health Initiative Patient Safety Tech Award?

**Comments for the student team:**