



2020 Tuscaloosa Innovates – Business Plan Challenge Judge Evaluation Sheet

Team Name:

Judging Criteria	1 to 5 rating
Ratings: 1=very poor; 2=poor; 3=good; 4=very good; 5=excellent	
1. Introduction or summary of the business - ability to communicate business in a short, concise introduction and description of business.	
2. Description of the problem that the business is trying to solve.	
3. Details about the offering (product or service); including information about the current stage of development.	
4. Intellectual property status (e.g., patents, trademarks, etc.).	
5. Market analysis (market size, potential market size, key customers, target market, competition).	
6. Competitive differentiation – what makes the business / idea unique?	
7. Sales and marketing plan - get to the market and close sales.	
8. Operating strategy – how will the offering be developed and delivered?	
9. Management team - relevant experience, delivery, how they worked together, knowledge about what they will need to grow.	
10. Financial highlights – cash flow, first year milestones and trend for 3 years out, income statement data, and details about investment needed with use of funds.	
TOTAL SCORE 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 the sole deciding criterion. Please also consider the feasibility of the business getting off the ground.	<div style="border: 2px solid black; width: 60px; height: 60px; margin: 0 auto;"></div> <div>/ 50</div>
Comments (additional space on the second page)	



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Additional comments: