



Participant Number: _____

Judges Evaluation

Judges Number: _____

Preliminary Round – Mini-Business Plan

Category	Score/Point Value
<p>Overview <i>(What is the need in the environment? What does this business provide that fulfills that need? What makes this idea valuable to the consumer?)</i> Comments/Questions:</p>	<p>(___ / 20)</p>
<p>Target Market <i>(Describe the size and composition of the market (i.e. Maturity, Demographics, Geographic Region, etc.) Who or what is the ideal customer for this business? What need do they have?)</i> Comments/Questions:</p>	<p>(___ / 50)</p>
<p>Business Idea <i>(How does this idea fulfill the need? What, in particular, makes this idea unique? Why is now the best time to create the business? What proprietary advantages does this business have?)</i> Comments/Questions:</p>	<p>(___ / 50)</p>
<p>Competitive Analysis <i>(Who are the main competitors in this industry? What are their competitive advantages?)</i> Comments/Questions:</p>	<p>(___ / 20)</p>

<p>Implementation <i>(Where will the business be located? What are the key management positions within the company and who will occupy them? If no one, what does the ideal candidate look like? Approximately how much start-up capital will the business require? What are the main uses of capital?)</i> Comments/Questions:</p>	<p>(___ / 20)</p>
<p>Viability <i>(Market opportunity, distinctive competence, management understanding, investment potential, etc. At the end of the day, would you invest?)</i> Comments/Questions:</p>	<p>(___ / 40)</p>
<p>Additional Comments or Questions:</p>	

Total Points: (___ / 200)