

BIG IDEA COMPETITION

JUDGE'S SCORE SHEET - ROUND 1

Business Name: _____

Entry Number: _____

JUDGE'S INSTRUCTIONS: For each bullet point, use the SCORING LEGEND to award points corresponding to your evaluation of the student's or team's written work. You should award points based on the questions for each section and the following overall criteria: (1) *Completeness of the business idea*, (2) *Viability as an ongoing business* and (3) *Creativity and innovation*. For each section, 1-7, add the points for all bullets and put total in the "Section Total" box.

SCORING LEGEND		
SUPERIOR	21-25	A
ABOVE AVERAGE	16-20	B
AVERAGE	11-15	C
BELOW AVERAGE	6-10	D
POOR	1-5	F

1. Concept Overview (75 words or less)

How well does the paper answer or address the following:

- What is your business idea?
- What is the problem you are solving or need you are satisfying and for whom?

Points Possible	Points Awarded	Section Total	Comments
25			
25			
Total: 50			

2. Product or Service (250 words or less)

How well does the paper answer or address the following:

- What is the product or service?
- How will the product be produced or the service performed?
- What are the features and benefits of the product or service and its potential drawbacks?
- What are the unique aspects of your product or service?

Points Possible	Points Awarded	Section Total	Comments
25			
25			
25			
25			
Total: 100			

3. Market Opportunity (250 words or less)

How well does the paper answer or address the following:

- Describe your industry - size, trends, growth, etc. (Industry examples include retail, service, construction, agriculture, etc.)
- Describe the characteristics of your customers (location, age, race, income, lifestyle, etc.)
- What factors will impact how you price your product or service?
- How will you promote your product or service?

Points Possible	Points Awarded	Section Total	Comments
25			
25			
25			
25			
Total: 100			

4. Competition (250 words or less)

How well does the paper answer or address the following:

- Who are your competitors?
- What is unique about your product or service? How does it differ from the competition?
- Compare and contrast the strengths/weaknesses of your business and your competitors.
- How easily can others compete with you?

Points Possible	Points Awarded	Section Total	Comments
25			
25			
25			
25			
Total: 100			

5. Management and Operation (250 words or less)

How well does the paper answer or address the following:

- Identify the key persons & skills needed to implement your idea.
- What physical equipment or technology are needed to produce or deliver the product or service?
- Once established what will be your biggest expense month to month? Please explain.

Points Possible	Points Awarded	Section Total	Comments
25			
25			
25			
Total: 75			

6. Creativity and Innovation:

- Award points based on the creativity and innovation of the idea or the implementation of the idea.

Points Possible	Points Awarded	Section Total	Comments
25			
Total: 25			

7. Grammar/Spelling:

- Grammar
- Spelling

Points Possible	Points Awarded	Section Total	Comments
25			
25			
Total: 50			

ADD TOTALS FROM SECTIONS 1-7:

	ROUND 1 TOTAL POINTS (500 POINTS POSSIBLE)
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Total Points	A	B	C	D	F
	500-401	400-301	300-201	200-101	100-1