

# BIG IDEA COMPETITION

## JUDGE'S SCORE SHEET - ROUND 2

**Business Name:** \_\_\_\_\_

**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 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, 1-4, add the points for all bullets and put total in the Section Total.**

Scoring Legend			
Work meets little or none of the expected outcomes	Work meets most of the expected outcomes	Works meet all the expected outcomes	work meets all expected outcomes and exceeds the quality generally expected
<b>POOR</b>	<b>FAIR</b>	<b>SATISFACTORY</b>	<b>EXCELLENT</b>

### 1. Elevator Pitch (100 Points)

A clear explanation of the business idea  
 The benefits and/or value of the idea  
 Customers and market needed for this idea  
 Does the pitch entice the audience to want to know more?

	Points Possible	Points Awarded	0-6	7-12	13-19	20-25
	25					
	25					
	25					
	25					
<b>Section Total: 100</b>						

<b>POOR</b>	<b>FAIR</b>	<b>SATISFACTORY</b>	<b>EXCELLENT</b>
<b>0-15</b>	<b>16-30</b>	<b>31-45</b>	<b>46-60</b>

Comments:			
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### 2. Compelling Case that the Idea has Merit (300 points)

**Product or Services** - What is it, how will it be produced or performed, what are the benefits and drawbacks, what is unique about it  
**Market Opportunity** - Describe the industry, describe the characteristics of your customers, what items will go into pricing your product, how will you promote it  
**Competition** - Who are your competitors, what sets you apart from them, compare and contrast your strengths and weaknesses, how easily can you compete in the market  
**Management and Operation** - Identify key people & skills needed to implement your idea, what facilities and technology are needed for your product or service  
 Does the presentation provide an overview of costs involved in the business?

	Points Possible	Points Awarded	0-15	16-30	31-45	46-60
	60					
	60					
	60					
	60					
	60					
<b>Section Total: 300</b>						

Comments:			
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(Over)

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<b>3. Style of the Presentation (250 Points)</b>			POOR	FAIR	SATISFACTORY	EXCELLENT
	Points Possible	Points Awarded	0-13	14-25	26-38	39-50
Does the presentation grab your attention and motivate you to get involved?	<b>50</b>		Comments:			
Are team members dressed professionally or in a manor appropriate for their business?	<b>50</b>					
Do team members show self confidence, poise, and voice projection?	<b>50</b>					
Does the pitch and presentation finish within the time limits set?	<b>50</b>					
Effective use of visual components: (circle the ones they used) Story Board    Slide Presentation    Handout Demonstration    Prototype    Other _____	<b>50</b>					
<b>Section Total: 250</b>						

<b>4. The Viability of the Idea</b>			POOR	FAIR	SATISFACTORY	EXCELLENT
	Points Possible	Points Awarded	0-13	14-25	26-38	39-50
Award points based on if the idea would be an ongoing business.	<b>50</b>		Comments:			
<b>Section Total: 50</b>						

ADD TOTALS FROM SECTIONS 1-4:		<b>ROUND 2 TOTAL POINTS</b>
		<b>(700 POINTS POSSIBLE)</b>

POOR	FAIR	SATISFACTORY	EXCELLENT
0-175	176-350	351-525	526-700