



EXAMPLES OF TWO JUDGED ENTRIES WITH SCORES AND COMMENTS

Below are two scored entries from past competitions which demonstrate a good use of comments. Please note that these entries ranked near the top of the competition so your numerical scores may be different based on the completeness of the application you are judging.

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Scoresheet for Project: Enchanted Evening

Concept Overview (75 word limit)

Enchanted Evening is a formal, prom, or special occasion dress consignment website. Young women can spend hundreds of dollars for the "right dress" that is often only worn one time. Enchanted Evening provides "like new" dresses to buyers through an on-line store that will sell for a fraction of the cost. Enchanted Evening overcomes travel, time, and money concerns while finding the perfect dress for a truly enchanted evening.

Judging Criteria	Points Possible	Points Awarded	Comments
What is your business idea?	25	25	Well presented
What is the problem you are solving or need you are satisfying?	25	25	
Total	50	50	

Product or Service (250 word limit)

Enchanted Evening will be an online retailer that will work as a reseller of "like new" dresses through an online catalog. Unlike a retailer that is saddled with high inventory and start-up costs, Enchanted Dresses will selectively partner with the seller of the dress to market, and resell the dress. Similar to eBay and other resellers, the sellers will be rated for quality of the dress, description, etc. Shipping and packaging costs will be "at cost" based upon the buyers location. Sellers and Buyers will be matched through Enchanted Evening. High demand dresses will be eventually be inventoried in a spectrum of sizes based upon historical order data and will come with "guaranteed buy-back" upon conditions of returned "like new" condition and dry cleaned. Shipping will occur in boxes that will be designed to safeguard the contents and vacuum sealed bags will be used to ensure the dress ships wrinkle free on delivery and return/resale. What will make Enchanted Evening unique is not only the quality of the selection, but also the low cost compared to retail. Also, each dress will be matched to accessories that can be purchased through affiliate partners and will generate additional revenue for



the business. For example, the shoes may come be matched through a deal with Zappos which will send the shoes directly to the customer to match the dress and the retailer will receive a commission on the sale. Enchanted Evening will be the one stop retailer for the perfect dress and accessories.

Judging Criteria	Points	Points	Comments
	Possible	Awarded	
What is the product or service?	25	20	If the use of vacuum packaging has been worked out for returning items it is not clear.
How will the product be produced or service performed?	25	15	
What are the features and benefits of the product or service and its potential drawbacks?	25	20	
What are the unique aspects of your product or business?	25	20	
Total	100	75	

Market Opportunity (250 word limit)

According to the National Center for Education Statistics about 3.3 million students are expected to graduate in the 2013-2014 school year. About half of these graduates will be female, and given that prom is normally a 3 year experience the market for prom dresses sales is estimated to be at least 4.9 dresses annually. The average dress expense is \$195 while the average designer dress cost is \$500. The pricing for the dress will be targeted for 60% of new cost. The seller will receive 35% of the selling price and all shipping costs will be calculated and added to the final cost. The average consumer will be young, cost-conscious women between the age of 14 - 24 years of age. The 14 - 18 year old consumer will be focused on formal, prom, and special occasions, while the 21-24 year old will be formal attire and party dresses. A special emphasis will be to list designer dresses and one-of-a-kind. The website will be promoted through a series of self-promotion articles and e-books on "How to save on prom dresses". Also, social media sites such as Facebook, Twitter, and YouTube will be used to promote the website. In addition, a portion of the website will be for low income referrals from school counselors that will allow for a limited number of free dresses and accessories. This "giving back campaign" will create a "buzz" for the company.

Judging Criteria	Points	Points	Comments
	Possible	Awarded	
Describe your industry - size, trends, growth, etc	25	25	Give back campaigns are numerous. How will this one be different and who will write the "e-books"?
Describe your ideal customer (location, age, income, lifestyle etc).	25	20	
How will your product and service be priced and why?	25	15	
How will you promote your product or service?	25	15	
Total	100	75	



Competition (250 word limit)

Although the focused concept is unique to Enchanted Evening, there are overlapping competitors such as eBay, CraigsList, and classified ads for online retailers. In addition, local resellers such as GoodWill, Plato's Closet, and other consignments stores are "brick and mortar" competitors. The main strength of Enchanted Evening is the selection, quality of dress, low cost, and the ability to match the right dress and accessory to the buyer. Matching shoes, jewelry, hair accessories, are all required to have the perfect ensemble for a truly enchanted evening. Although other retailers may have discounted dresses, only Enchanted Evening will be the one stop solution for a girl's formal evening needs. The strengths of the company will be my knowledge of current trends, fashions, and style. The companies weaknesses will be to ensure that sufficient web development and data security is maintained along with web placement, positioning, and partner selection to attract buyers from across the country. A single proprietor's weakness is that they can't do it all - they must know what and when to delegate. My strength will be to ensure customer satisfaction is high by monitoring every returned consumer response and personally addressing (at least at the beginning) every concern. I will delegate e-commerce design and internet security as they are high risk and a weakness of mine. I will use a simple quicken books accounting software system designed for a sole proprietor on the web.

Judging Criteria	Points	Points	Comments
	Possible	Awarded	
Who are your competitors? What other choices do your customers have?	25	20	Do not understand how you will "match"
Compared to your competition, what is unique about your product or service? (How does it differ from the competition?)	25	15	everything via the internet. No discussion regarding how others
Describe the strengths and weaknesses of your business and your competitors.	25	20	can compete with you.
How easily can others compete with you?	25	15	
Total	100	70	

Management and Operation (250 word limit)

Enchanted Evening will be initially launched with the help of my parents and family. As with many successful businesses, it will literally start in our family room and finished garage for storage and mailing purposes. I will use my strengths as a trend/fashion coordinator, use my mother who is an Information Technology Manager and use my Father who is an Compliance Program Manager for their assistance. I will have a detailed business plan that will be reviewed and approved by the Small Business Administration, SCORE, and my school advisor for suggestions and to "poke holes" into the plan. We will contract with local universities to obtain competent internship students for website development and hire an external security review of the website prior to launch. The product will be displayed to the consumer through an online description and picture (provided by the seller) then categorized by designer, size, color, style, occasion, reviews, by cost, etc all searchable by the consumer. The dresses being consigned must be shipped to the company for inspection before being listed on the website. We will create a name and buzz for the company by providing under



privileged girls with free or reduced cost dresses by the company or through company partnerships. Initially, I will start this business by working on it after school and on weekends and envision adding staff as the business grows.

Judging Criteria	Points Possible	Points Awarded	Comments
Identify the key persons & skills needed to implement your idea?	25	25	Who is paying for the time to inspect and
What physical equipment or technology are needed to produce or deliver the product or service?	25	20	return an unwanted dress?
Once established what will be your biggest ongoing expense? Please explain.	25	20	
Total	75	65	

Creativity and Innovation

Judging Criteria	Points Possible	Points Awarded	Comments
Award points based on creativity and innovation of the idea or the implementation of the idea	25	25	Great idea
Total	25	25	

Quality of Written Communication

Judging Criteria	Points Possible	Points Awarded	Comments
Grammar	50	45	Better proofreading.
Total	50	45	

Total Score: 405



Scoresheet for Project: Ed-YOU-cation

Concept Overview (75 word limit)

Do you find yourself struggling to keep up in class? Is it difficult for your teacher to find time to give you the extra help you need? If so, you need to get in touch with Ed-YOU-cation! Ed-YOU-cation is a business that tutors students who are in need of extra help in school subjects such as math, science, social studies, and English.

Judging Criteria	Possible Points	Awarded Points	Comments
What is your business idea?	25	23	You are offering a concept that may be needed. Have you done a survey to see how much interest there is in your business model?
What is the problem you are solving or need you are satisfying?	25	23	
Total	50	46	

Product or Service (250 word limit)

Ed-YOU-cation gives struggling middle school or high school students the opportunity to receive one-on-one help with any school subject. Students interested in this program can email ss3452@k12.sd.us and state the school subject(s) they need help with, as well as their after school and evening schedule (to make plans for meeting with a tutor). The student will receive a reply with suggested meeting times and a link to a quiz that will tell the student what learning style is best for them. Knowing this style will be beneficial to the tutor because the tutor can base how he/she teaches on each student's personal learning style. It will also benefit the student by giving them insight on how to study in the future. A possible issue of this business would be not finding times to meet for a session. However, this could be solved by hiring more tutors that have more time available.

Judging Criteria	Possible Points	Awarded Points	Comments
What is the product or service?	25	22	You are offering a service to students that may not realize they need your service. How do you plan to market the concept to capture the customers you need?
How will the product be produced or service performed?	25	22	
What are the features and benefits of the product or service and its potential drawbacks?	25	20	
What are the unique aspects of your product or business?	25	22	
Total	100	86	



Market Opportunity (250 word limit)

The age groups that this business is targeting are middle school students (grades 6-8) and high school students (grades 9-12). The students must live in or near the town of Madison because the common meeting location for sessions will be the public library. Some high schoolers might have jobs to help pay for this service, but the younger age group will most likely turn to their parents for money for this service. Because of that, the pricing of the service will be reasonable. I plan on charging \$5 per session (sessions will range from 1-2 hours). Promotion of Ed-YOU-cation will be done by posters hanging around each school building and emails to all students and their parents.

Judging Criteria	Points	Points	Comments
	Possible	Awarded	
Describe your industry - size, trends, growth, etc	25	22	You may need to re-think your pricing strategy because it will be difficult to hire other tutors and pay them less than they would make working at Dairy Queen. Parents will be your key paying customer.
Describe the characteristics of your customer (location, age, income, lifestyle etc).	25	23	
How will your product and service be priced and why?	25	21	
How will you promote your product or service?	25	24	
Total	100	90	

Competition (250 word limit)

There are very few competitors for this business. The homework lab is one possible competitor because students might go there to do homework since it is free; however, the students do not receive one-on-one help, and the service is only offered from 3 pm-4 pm right after school. This creates problems for students involved in sports and other after-school activities. Ed-YOU-cation finds time for each student based on their personal schedule. Our service also offers a quiz that figures out each student's personal learning style, which isn't offered by competitors.

Judging Criteria	Points	Points	Comments
	Possible	Awarded	
Who are your competitors? What other choices do your customers have?	25	22	You have determined a need, and have limited competition. You will need to market the program through the PTA, teachers and counselors.
Compared to your competition, what is unique about your product or service? (How does it differ from the competition?)	25	23	
Describe the strengths and weaknesses of your business and your competitors.	25	24	
How easily can others compete with you?	25	24	
Total	100	93	



Management and Operation (250 word limit)

Tutors hired by this business need to be academically inclined and able to communicate very well. They also need to have flexible schedules and enough free time to attend sessions with the students. The common meeting place for sessions will be the public library; there are public computers there that can be used if necessary. The classroom materials (i.e., textbook, notebook/notes, pens, pencils, calculators, etc.) will be brought by the student.

Judging Criteria	Points Possible	Points Awarded	Comments
Identify the key persons & skills needed to implement your idea?	25	25	You have identified the type of person you will need to recruit. Proper pricing scale will be important to be able to hire the type of people you will need.
What physical equipment or technology are needed to produce or deliver the product or service?	25	24	
Once established what will be your biggest ongoing expense? Please explain.	25	24	
Total	75	73	

Creativity and Innovation

Judging Criteria	Points Possible	Points Awarded	Comments
Award points based on creativity and innovation of the idea or the implementation of the idea	25	24	Your idea has a lot of merit. It will be a lot of work and coordination to pull it off. Your best marketing efforts will be based upon referrals from happy customers.
Total	25	24	

Quality of Written Communication

Judging Criteria	Points Possible	Points Awarded	Comments
Grammar	50	48	It is very essential to proofread your work thoroughly for spelling and grammar.
Total	50	48	

Total Score: 460