

# BIG IDEA COMPETITION

## Judge's ScoreSheet - Round 1

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

**Entry Number:** \_\_\_\_\_

**JUDGE'S INSTRUCTIONS:** Use the SCORING LEGEND to award points corresponding to your evaluation of the **entire** entry. You should award points based on the questions and the following overall criteria: **(1) Completeness of the business idea, (2) Viability as an ongoing business and (3) Creativity and innovation.**

SCORING LEGEND		
SUPERIOR	80-100	A
ABOVE AVERAGE	60-79	B
AVERAGE	40-59	C
BELOW AVERAGE	20-39	D
POOR	0-19	F

<b>1. Concept Overview (75 words or less)</b>	Points Possible	Points Awarded	Comments
<b>How well does the entry answer or address the following:</b>			
<input type="checkbox"/> What is your business idea?			
<input type="checkbox"/> What is the problem you are solving or need you are satisfying and for whom?			
<b>Total Points Possible</b>	<b>50</b>		

<b>2. Product or Service (250 words or less)</b>	Points Possible	Points Awarded	Comments
<b>How well does the entry answer or address the following:</b>			
<input type="checkbox"/> What is the product or service?			
<input type="checkbox"/> How will the product be produced or the service performed?			
<input type="checkbox"/> What are the features and benefits of the product or service and its potential drawbacks?			
<b>Total Points Possible</b>	<b>100</b>		

<b>3. Market Opportunity (250 words or less)</b>	Points Possible	Points Awarded	Comments
<b>How well does the entry answer or address the following:</b>			
<input type="checkbox"/> Describe your industry - size, trends, growth, etc. (Industry examples include retail, service, construction, agriculture, etc.)			
<input type="checkbox"/> Describe your ideal customer. (location, age, income, education, interests, industry, etc.)			
<input type="checkbox"/> What factors will impact how you price your product or service?			
<input type="checkbox"/> How will you promote your product or service?			
<b>Total Points Possible</b>	<b>100</b>		

<b>4. Competition (250 words or less)</b>	Points Possible	Points Awarded	Comments
<b>How well does the entry answer or address the following:</b>			
<input type="checkbox"/> Who are your competitors i.e. what other choices do your customers have?			
<input type="checkbox"/> Compared to your competition, what is unique about your product or service?			
<input type="checkbox"/> Describe the strengths and weaknesses of your business.			
<input type="checkbox"/> How easily can others compete with you?			
<b>Total Points Possible</b>	<b>100</b>		

<b>5. Management and Operation (250 words or less)</b>	Points Possible	Points Awarded	Comments
<b>How well does the entry answer or address the following:</b>			
<input type="checkbox"/> Identify the key persons & skills needed to implement your idea.			
<input type="checkbox"/> What physical equipment or technology are needed to produce or deliver the product or service?			
<input type="checkbox"/> Once established, what will be your biggest ongoing expense? Please explain.			
<b>Total Points Possible</b>	<b>100</b>		

<b>6. Quality of Written Communication</b>	Points Possible	Points Awarded	Comments
<b>How well does the entry answer or address the following:</b>			
<input type="checkbox"/> Spelling, grammar, appropriate word usage, and appropriate documentation of sources and AI use.			
<b>Total Points Possible</b>			

**ADD TOTALS FROM SECTIONS 1-6:**

	<b>ROUND 1 TOTAL POINTS</b> (500 Points Possible)
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<b>Total Points</b>	A	B	C	D	F
	500-401	400-301	300-201	200-101	100-1