

BIG IDEA COMPETITION

Judge's ScoreSheet - 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)	Points Possible	Points Awarded	Section Total	Comments
How well does the paper answer or address the following:				
<input type="checkbox"/> What is your business idea?	25			
<input type="checkbox"/> What is the problem you are solving or need you are satisfying and for whom?	25			
	Total: 50			

2. Product or Service (250 words or less)	Points Possible	Points Awarded	Section Total	Comments
How well does the paper answer or address the following:				
<input type="checkbox"/> What is the product or service?	25			
<input type="checkbox"/> How will the product be produced or the service performed?	25			
<input type="checkbox"/> What are the features and benefits of the product or service and its potential drawbacks?	25			
<input type="checkbox"/> What are the unique aspects of your product or service?	25			
	Total: 100			

3. Market Opportunity (250 words or less)	Points Possible	Points Awarded	Section Total	Comments
How well does the paper answer or address the following:				
<input type="checkbox"/> Describe your industry - size, trends, growth, etc. (Industry examples include retail, service, construction, agriculture, etc.)	25			
<input type="checkbox"/> Describe your ideal customer. (location, age, income, education, interests, industry, etc.)	25			
<input type="checkbox"/> What factors will impact how you price your product or service?	25			
<input type="checkbox"/> How will you promote your product or service?	25			
	Total: 100			

4. Competition (250 words or less)	Points Possible	Points Awarded	Section Total	Comments
How well does the paper answer or address the following:				
<input type="checkbox"/> Who are your competitors i.e. what other choices do your customers have?	25			
<input type="checkbox"/> Compared to your competition, what is unique about your product or service?	25			
<input type="checkbox"/> Describe the strengths and weaknesses of your business.	25			
<input type="checkbox"/> How easily can others compete with you?	25			
	Total: 100			

5. Management and Operation (250 words or less)	Points Possible	Points Awarded	Section Total	Comments
How well does the paper answer or address the following:				
<input type="checkbox"/> Identify the key persons & skills needed to implement your idea.	25			
<input type="checkbox"/> What physical equipment or technology are needed to produce or deliver the product or service?	25			
<input type="checkbox"/> Once established, what will be your biggest ongoing expense? Please explain.	25			
	Total: 75			

6. Creativity and Innovation:	Points Possible	Points Awarded	Section Total	Comments
<input type="checkbox"/> Award points based on the creativity and innovation of the idea or the implementation of the idea.	25			
	Total: 25			

7. Quality of Written Communication	Points Possible	Points Awarded	Section Total	Comments
<input type="checkbox"/> Spelling, grammar, appropriate word usage, etc.	50			
	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