

BIG Idea Competition

Judge's Scoresheet - 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, 1-5, 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	Work meets all the expected outcomes	Work meets all expected outcomes and exceeds the quality generally expected
POOR	FAIR	SATISFACTORY	EXCELLENT

1. Presentation Time (100 Points)		Points Possible	Points Awarded	see Judging Instructions for deduction criteria			
Does the pitch and presentation finish within the time limits set?		100		Comments:			
Section Total:		100					
2. Elevator Pitch (100 Points)		Points Possible	Points Awarded	POOR 0-5	FAIR 6-10	SATISFACTORY 11-15	EXCELLENT 16-20
A clear and concise explanation of the business idea		20		Comments:			
The benefits and/or value of the idea		20					
Customers and market needed for this idea		20					
What is the growth potential of this idea?		20					
Does the pitch entice the audience to want to know more?		20					
Section Total:		100					
3. Compelling Case that the Idea has Merit (500 points)		Points Possible	Points Awarded	POOR 0-25	FAIR 26-50	SATISFACTORY 51-75	EXCELLENT 76-100
Product or Services - What is it, how will it be produced or performed, what are the benefits and drawbacks, what is unique about it		100		Comments:			
Market Opportunity - Describe the industry, describe the characteristics of your customers, what items will go into pricing your product, how will you promote it		100					
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		100					
Management and Operation - Identify key people & skills needed to implement your idea, what facilities and technology are needed for your product or service		100					
Financial Info - Does the presentation provide an overview of costs involved in the business and projected revenues and expenses?		100					
Section Total:		500					

4. Style of the Presentation (200 Points)	Points Possible	Points Awarded	POOR 0-13	FAIR 14-25	SATISFACTORY 26-38	EXCELLENT 39-50
Does the presentation grab your attention and motivate you to get involved?	50		Comments:			
Are team members dressed professionally or in a manor appropriate for their business?	50					
Do team members show self confidence, poise, and voice projection?	50					
Effective use of visual components: (type what they used)	50					
Section Total:	200					

5. The Viability of the Idea (100 Points)	Points Possible	Points Awarded	POOR 0-25	FAIR 26-50	SATISFACTORY 51-75	EXCELLENT 76-100
Award points based on if the idea would be a viable business.	100		Comments:			
Section Total:	100					

ADD TOTALS FROM SECTIONS 1-5:

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ROUND 2 TOTAL POINTS
(1000 Points Possible)

POOR	FAIR	SATISFACTORY	EXCELLENT
0-250	251-500	501-750	751-1000