

2009 Regnier Family Foundations Venture Creation Challenge

Presentation Evaluation Form

Team Number:	Judge Number:
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Judge's Overall Comments / Suggestions:

OVERALL TOTAL SCORE: _____

Please evaluate the team's presentation on the following aspects:

5 = excellent; 4 = good; 3 = adequate; 2 = fair; 1 = poor

Part I: Content (70%)

SECTION SCORE: _____

A. Opening Summary

I. Does the summary identify a need or opportunity in a large and growing market?

1 2 3 4 5

II. Does the summary conceptualize a business that will fill that need or take advantage of that opportunity?

1 2 3 4 5

III. Does the summary identify a founding team which can effectively build a profitable / sustainable business?

1 2 3 4 5

IV. Does the summary indicate a convincing and sustainable business opportunity?

1 2 3 4 5

B. Market Analysis

I. Does the presentation clearly demonstrate size of the potential market and evidence of customers?

1 2 3 4 5

II. Does the presentation clearly describe why customers will purchase the product / service versus alternatives / those of competitors?

1 2 3 4 5

III. Does the presentation indicate the potential sales quantity / units / levels?

1 2 3 4 5

C. Marketing Strategy

I. Does the presentation clearly articulate how customers will become aware of the product /service?

1 2 3 4 5

II. Does the presentation clearly articulate the pricing strategy?

1 2 3 4 5

III. Does the presentation indicate what methods will be used to generate sales?

1 2 3 4 5

D. Operations

I. Does the presentation address the feasibility and approach to make /deliver the product /service?

1 2 3 4 5

E. Financial Overview

I. Does the presentation articulate the projected revenue and net income potential for the venture?

1 2 3 4 5

II. Does the presentation note a potentially viable harvest opportunity?

1 2 3 4 5

F. Risk Assessment

I. Does the presentation assess and plan for potential risks?

1 2 3 4 5

Part II: Skill and Q&A (30%)

SECTION SCORE: _____

G. Organization

I. Are the presentation slides accurate and correct?

1 2 3 4 5

II. Is the presentation well structured?

1 2 3 4 5

H. Delivery

I. Does the presenter use slides with good visual quality?

1 2 3 4 5

II. Is the presentation professionally delivered?

1 2 3 4 5

I. Q&A

I. Does the presenter effectively communicate with the judges?

1 2 3 4 5

II. Does the presenter clearly and convincingly answer the questions?

1 2 3 4 5

Overall, do you think this business plan can feasibly be executed and succeed in the real world?

Yes

No