**Business Plan Contest Evaluation Sheet 2017**

NOTE: Please do not feel constrained by the boxes, whether you are filling this out by hand or electronically. The boxes will extend to fit all your required text (do not worry about formatting) and you can certainly write on the back or include additional sheets as necessary.

In scoring, ‘5’ is the best.

**1. Corporate Philosophy**

|  |  |
| --- | --- |
| Description | Score (1-5) |
| *1.Clearly and meaningfully described Vision/Mission/Credo**2.The Story telling / reason behind the business**3.The great solution to solve the existing of society and environment problem* |  |

**2. Markets and Competition**

|  |  |
| --- | --- |
| Description | Score (1-5) |
| 1. *Clearly identified customer(Value for customer, Customer segment)*
2. *Attractiveness of market opportunity (Positioning (X-axis, Y-axis), SWOT, Market analysis, Strategy)*
3. *Competitive assessment (Positioning (X-axis, Y-axis),SWOT, Strategy)*
 |  |

**3. Management Team**

|  |  |
| --- | --- |
| Description | Score (1-5) |
| *1. Experience of the team (Organization)**2. Tie-up with whom**3. Innovation or creativity in product/service and minimum cost of producing product/service* |  |

**4. Product and Service**

|  |  |
| --- | --- |
| Description | Score (1-5) |
| *1. Clearly defined and novel in some way (Positioning (X-axis, Y-axis), Value, SWOT, Strategy)**2. Uniquely differentiated (Positioning (X-axis, Y-axis), Value, SWOT, Strategy, Business Flow)* |  |

**5. Social Impact**

|  |  |
| --- | --- |
| Description | Score (1-5) |
| *1. Benefit to people in society.* |  |

**6. Overall Attractiveness**

|  |  |
| --- | --- |
| Description | Score (1-5) |
| *1. Your thoughts in summary (Commitment, Reality (Feasibility), Planning skill, Assumptions of Financial Projection, CSFs)* |  |

**Total Score** *(30/30)*

|  |  |
| --- | --- |
| Add all from 1-5 above  |  |