

New York State High School Business Model Competition

Please evaluate this team's business plan on the following criteria, circling a score for each and writing the number in the box. A score of '10' is intended to indicate absolute excellence; it is possible that the best team in your room will score few, if any, '10s.' Your written comments will help students learn from this experience.

1. **How big is the problem? How big of an impact does it make on society? (1 = little impact, 10 = major impact)**

1 2 3 4 5 6 7 8 9 10

2. **How innovative is the solution? Is it a small, incremental innovation; or is it a large, breakthrough innovation? (1 = minimal innovation, 10 = breakthrough innovation.)**

1 2 3 4 5 6 7 8 9 10

3. **Could the business (as presented) be financially viable? (1 = not viable, 10 = highly profitable & sustainable)**

1 2 3 4 5 6 7 8 9 10

4. **How professional was the presentation, and was it effective in explaining the model and it's potential? (1= not effective at all, 10 = exceptionally effective and professional.)**

1 2 3 4 5 6 7 8 9 10

5. **To what extent did this team demonstrate their ability to validate or invalidate their hypotheses from external sources? (1=team did not speak to any customers, 10= spoke to many customers and listened to the market)**

1 2 3 4 5 6 7 8 9 10

6. **If you had set aside \$100,000, to invest as an angel in a start-up *led by high school students*, how likely would you be to invite this team back to a second meeting to get more information from and begin due diligence? (1 = you are unlikely to follow-up, 10 = you are likely to meet again with this group.)**

1 2 3 4 5 6 7 8 9 10

7. **What aspect of this team's business plan / presentation did you find most persuasive? What did you like the best?**

More questions are on reverse side.

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8. Did the presentation fully address all of the following: problem, solution, revenue model, customer analysis, potential market size, and competitor analysis? If not, which three (3) were least complete?

9. What aspect(s) of this team's business plan / presentation most needs improvement? Please explain.

SPECIALTY AWARDS

Please indicate whether or not you think this team should be considered for any of the specialty awards; 1 = do not recommend them at all, 10 = they would be a great match for the award

1. Most Socially Beneficial	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
2. Most Globally Oriented	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
3. Best Use of Emerging Technology	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
4. Best "Go to Market" Strategy	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
5. Best Financial Analysis	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>
6. Most Competitor Savvy	1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>