Team Name

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. Your written comments will help students learn from this experience.

1. **How big is the problem presented? 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 in relation to the problem? 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. **How professional was the presentation delivery and was it effective in defining the business model? (1= lacked professionalism, not clearly communicated, 10 = exceptionally effective and professional.)**

   1 2 3 4 5 6 7 8 9 10 ☐

4. **Please evaluate the potential of this business. Could this business be financially viable? (1 = not viable, 10 = highly profitable & sustainable)**

   1 2 3 4 5 6 7 8 9 10 ☐

5. How significant of an effort did the team make to speak with (and listen to) their target market ie. customer discovery? (1= *no customer discovery evident*, 10= *customer discovery was obvious and listened to 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?

_____
_____
_____
_____

8. Did the presentation fully address all of the following: problem, solution, business 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 model / 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 ☐

2. **Most Globally Oriented**
   1 2 3 4 5 6 7 8 9 10 ☐

3. **Best Use of Emerging Technology**
   1 2 3 4 5 6 7 8 9 10 ☐

4. **Best "Go to Market" Strategy**
   1 2 3 4 5 6 7 8 9 10 ☐

5. **Best Financial Analysis**
   1 2 3 4 5 6 7 8 9 10 ☐

6. **Most Competitor Savvy**
   1 2 3 4 5 6 7 8 9 10 ☐