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. **Was the team effective in defining the business model? How will they make money?**
   (1 = not clearly communicated, 10 = exceptionally effective)
   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. **How professional was the presentation delivery?**
   (1=lacked professionalism, 10= very professional based on their level of experience)
   1 2 3 4 5 6 7 8 9 10

Over →
8. What aspect of this team's business plan / presentation did you find most persuasive? What did you like the best?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

9. Did the presentation fully address all of the following: problem, solution, business model, customer analysis, potential market size, and competitor analysis? If not, which were least complete?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

10. What aspect(s) of this team's business model / presentation most needs improvement? Please explain.
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
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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