

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. **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.

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"/>