



GROVE CITY
COLLEGE
ESTABLISHED 1876 • PENNSYLVANIA

**7th Annual
Business Plan Competition**

JUDGE'S EVALUATION

Judge's Name: _____

Team Name: _____

May 1, 2009

Oral Plan Presentation Evaluation

Instructions:

1. As you listen to this oral presentation and defense please complete this evaluation sheet.
 - a. Please write legibly as this form will be returned to the student team after the awards have been announced.
2. Your comments will be used in our deliberations after the presentations.
3. Please provide both a numeric rating and written comments under each section.
 - a. Your written evaluation may include both comments and unanswered questions.
4. Sometimes the questions you have are as helpful to the students as specific comments.
5. This form is designed to cover both non-profit and for-profit businesses.
 - a. If you feel some element is not applicable please simply mark "N/A" in the comments section and leave the section unevaluated.
6. Your honest feedback is very important, and please keep in mind that it isn't sincerity or effort but outcome that is valued in a real world business plan.
7. As you listen to the oral presentation please keep in mind the criteria listed below:
 - a. Is this area covered in adequate detail?
 - b. Does the entrepreneur show a clear understanding of the elements being addressed?
 - c. Are the assumptions realistic and reasonable?
 - d. Are the risks identified and the ability to manage those risks conveyed?

RATING SCALE

5	4	3	2	1
EXCELLENT	SUPERIOR	AVERAGE	BELOW AVERAGE	POOR
Appropriate detail, thorough, and accurate; information well presented.	Good detail, some minor gaps but none fatal; revisions needed.	What you would expect of an undergraduate business plan.	Weak; major components missing or unclear.	Not adequately addressed and clearly not viable.

Content of Presentation and Discussion

Rating Scale: 5-Excellent 4-Superior 3-Average 2-Below Average 1-Poor

1. Clarity of the Executive Summary – Summarizes entire plan, key elements clear.

5 4 3 2 1

2. Problem/Solution – to what problem/need are they providing a solution/satisfaction? Is the execution consistent with their mission?

5 4 3 2 1

3. Marketing – There is a clear market need presented as well as a way to take advantage of that need. Who is the target market? How are they reaching them? Does it make sense?

5 4 3 2 1

4. Competitive Advantage – Clear and actual. Knowledge of competitors. Strategies for containing. How are they better than their competitors?

5 4 3 2 1

5. Management Capability – This team can effectively develop this company and handle the risks associated with the venture. How will they fill the “gaps” in their management team?

5 4 3 2 1

Rating Scale: 5-Excellent 4-Superior 3-Average 2-Below Average 1-Poor

6. Risk Assessment – Potential and actual risks properly assessed, acknowledged, and addressed.

5 4 3 2 1

7. Financial Understanding – They have a solid understanding of the financial requirements of the business. What is their “return” and “measure of success?”

5 4 3 2 1

8. Business Potential – The business is likely to succeed and grow. If appropriate, offers an adequate return to investors if they are sought.

5 4 3 2 1

9. Commitment and attitude of presenters – They fully believe in and are committed to making this business work.

5 4 3 2 1

10. Strengths

11. Weaknesses

Presentation and Responses to Questions

Rating Scale: 5-Excellent 4-Superior 3-Average 2-Below Average 1-Poor

- | | | | | | |
|--|---|---|---|---|---|
| 1. Presentation is clear, logical and/or in sequential form | 5 | 4 | 3 | 2 | 1 |
| 2. Related and demonstrated the need for the company with meaningful examples and practical applications | 5 | 4 | 3 | 2 | 1 |
| 3. "Hooked" and maintained your interest | 5 | 4 | 3 | 2 | 1 |
| 4. Professional appearance of presentation and presenters | 5 | 4 | 3 | 2 | 1 |
| 5. Understood judges' inquiries or asked for clarification | 5 | 4 | 3 | 2 | 1 |
| 6. Appropriately responds to judges' inquiries with substantial answers | 5 | 4 | 3 | 2 | 1 |
| 7. Thorough command of business plan elements when answering | 5 | 4 | 3 | 2 | 1 |

8. Strengths of the presentation and responses to questions

9. Weaknesses of the presentation and responses to questions

10. Additional Comments

11. Your overall assessment of the overall plan presentation based on the rating scale
