

# GCC 2011 Business Plan Competition Judging Form

Your circled scoring here helps assess and rank the teams. It also provides valuable feedback on the teams' relative strengths and weaknesses along different dimensions. Add any written comments that would help a team improve.

Team name: \_\_\_\_\_ Judge: \_\_\_\_\_

## Viability of the Company **60%**

- 1. Clear statement of what the company does.** ..... **0 1 2 3 4 5 6 7 8 9 10**
- 2. Addresses a clear customer problem/need/pain.** ..... **0 1 2 3 4 5 6 7 8 9 10**  
Can answer: How do you know what customers want?  
What are the benefits to the customer?
- 3. Believable financial projections.** ..... **0 1 2 3 4 5 6 7 8**
- 4. Has a management team capable of executing.** ..... **0 1 2 3 4 5 6 7 8**  
Can answer: Why us? (relevant experience) What skills are missing from the team?
- 5. An ability to make money exists.** ..... **0 1 2 3 4 5 6 7 8**  
Can answer: What is the size of the market? How are you going to enter the market?
- 6. Sustained competitive advantage is possible** ..... **0 1 2 3 4 5 6 7 8**  
Can answer: Who are the competitors? Why are you better?
- 7. There is potential for good return to investors (an attractive exit multiple).** **0 1 2 3 4 5 6 7 8**  
Can answer: How do you get big (under ideal circumstances)?  
What assumptions have to be true to make this happen?

## Presentation and Ability to Answer Judges' Questions **30%**

- 1. Understandable presentation that addresses all the main viability criteria.** .. **0 1 2 3 4 5 6 7 8 9 10**
- 2. Able to listen and respond to questions.** ..... **0 1 2 3 4 5 6 7 8 9 10**
- 3. Demonstrates a passion for the idea** ..... **0 1 2 3 4 5 6 7 8 9 10**

## Written Business Plan **15%**

- 1. A professional, organized and coherent document** ..... **0 1 2 3 4**
- 2. Financial projections are realistic and key metrics are presented** ..... **0 1 2 3**
- 3. Would warrant an investor moving to the next level of due diligence (taking a meeting)?** ..... **0 1 2 3**

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**Total of 100 Points / 100% =**

**What are the two most important items this team should work on to improve their business plan?**

1. \_\_\_\_\_

2. \_\_\_\_\_