

## JUDGE'S SCORING SHEET

### EXECUTIVE SUMMARY AND BUSINESS MODEL CANVAS

Company Name:
Contestant Name:
Name of Judge:

For each item identified below, circle the number to the right that best fits your judgment of its quality.

<b>Executive Summary and Business Model Canvas</b>	<b>Scale</b>				
	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
1. The company's purpose/vision is clear, understandable and original	1	2	3	4	5
2. The target customer has been clearly identified and carefully chosen	1	2	3	4	5
3. The opportunity has been realistically defined and is substantial	1	2	3	4	5
4. The product or service provides a meaningful and enduring benefit to the target customer	1	2	3	4	5
5. The product or service has significant competitive advantages	1	2	3	4	5
6. The business model has been articulated clearly and has been thoughtfully developed	1	2	3	4	5
7. The company is cognizant of its landscape	1	2	3	4	5
8. The team has sufficient expertise to manage the business in the current stage of their business cycle	1	2	3	4	5
9. The executive summary is logical and believable	1	2	3	4	5
10. The business will be successful	1	2	3	4	5
<b>Executive Summary and Business Model Canvas Totals</b>					

Additional comments or suggestions: