

## Participant Evaluation Form

This is the evaluation form you will be using to evaluate participant business plans. Please become familiar with the form before the competition.

Participant's Name:		Presentation Time:
Company Name:		
Product / Service:		
Reviewer's Name:		
<b>FACTOR</b>	Scores are from 1 to 5, where 5 is ideally positioned for success	<b>WORST</b> <b>BEST</b>
<b>OPENING</b>		
Introduction	Gets listener's attention and conveys opportunity.	1   2   3   4   5
<b>CONTENT</b>		
Leadership	Displays needed experience to be successful in this market.	1   2   3   4   5
Product/Service Offering	Shows focus in defining his product/service, not "all things to all customers".	1   2   3   4   5
Market	Understands customer base and potential for successful sales.	1   2   3   4   5
Competition	Identifies direct and indirect competitors (national, regional and local).	1   2   3   4   5
Competitive Advantage	Discusses unique positioning/advantages without criticizing his competition.	1   2   3   4   5
Marketing Strategy	Discusses realistic strategies for price, place and promotion.	1   2   3   4   5
Community Impact	Shows how to give back to community and lead a socially responsible business.	1   2   3   4   5
Financial Summary	Displays understanding of units sold, revenue, net income and cash flow.	1   2   3   4   5
Financing Strategy	Explains financing needs, specific uses of funds and sources of financing.	1   2   3   4   5
<b>CLOSURE</b>		
Ask	Explicitly asks for funding, an advisor and/or feedback on business plan.	1   2   3   4   5
Critique	Handles questions/objections/criticism in an appropriate manner.	1   2   3   4   5
<b>PRESENTATION STYLE</b>		
	Is persuasive.	1   2   3   4   5
	Delivers the message with passion.	1   2   3   4   5
	Has good overall body language/shows confidence/properly groomed.	1   2   3   4   5
	Uses proper English and annunciates.	1   2   3   4   5
<b>NEXT STEP (Please use the back of this sheet for additional comments)</b>		
Primary questions the participant needs to address in his business plan:		
Concerns about the business concept:		
Other suggestions/feedback:		
<b>OVERALL EVALUATION (Please rank the following areas from 1 to 5, where 5 is ideally positioned for success)</b>		
Written plan 1   2   3   4   5	Verbal Presentation 1   2   3   4   5	Business Viability 1   2   3   4   5