

Judging Criteria

Below is a sample form that may be provided to judges to evaluate companies competing in the New York Business Plan Competition.

Presentation description/notes:

Please evaluate the team from a scale of 1-5 in each of the following categories:

| | 1 - Poor | 2 - Adequate | 3 - Good | 4 – Very Good | 5 - Excellent |
|---|----------|--------------|----------|---------------|---------------|
| Market Opportunity (Clear market need and a plan to take advantage of the need.) | 1 | 2 | 3 | 4 | 5 |
| Competitive Advantage (The product or service is something unique that has a protectable competitive advantage in the proposed market.) | 1 | 2 | 3 | 4 | 5 |
| Management Capability (The team has the skills and experience to develop this company and address the risks associated with the venture.) | 1 | 2 | 3 | 4 | 5 |
| Financial Understanding (The team has a solid understanding of the financial requirements of the business.) | 1 | 2 | 3 | 4 | 5 |
| Venture Maturity (This team has incorporated as a business and is in contact with potential customers.) | 1 | 2 | 3 | 4 | 5 |
| Presentation (The pitch presented the venture in a clear, compelling manner, and answered questions well.) | 1 | 2 | 3 | 4 | 5 |
| Investment Potential (The business is a real investment opportunity in which you would consider investing.) | 1 | 2 | 3 | 4 | 5 |