

**ENTREPRENEURSHIP – START-UP BUSINESS PLAN EVENT
EVALUATION FORM**

	Executive Summary	<i>Little/No Value</i>	<i>Below Expectations</i>	<i>Meets Expectations</i>	<i>Exceeds Expectations</i>
1	One page summary of the business model	0-2	3-5	6-8	9-10
	Problem				
2	List of the top three problems the product/service is addressing	0-2	3-5	6-8	9
	Customer Segments				
3	Description of target customers	0-2	3-5	6-8	9
	Unique Value Proposition				
4	Description of the single, clear, compelling messages that states why the product/service is different and worth buying	0-2	3-5	6-8	9
	Solutions				
5	Description of the top three features of the product/service	0-2	3-5	6-8	9
	Channels				
6	Description of the pathways to customers	0-2	3-5	6-8	9
	Revenue Streams				
7	Description of the revenue model and life time values; explanation of the revenue and gross margin	0-2	3-5	6-8	9
	Cost Structure				
8	Explanation of the customer acquisition costs, distribution costs, human resources costs and other additional costs	0-2	3-5	6-8	9
	Key Metrics				
9	Explanation of the key activities that must be measured	0-2	4	6	8
	Competitive Advantage				
10	Explanation of why the product/service cannot be easily copied or bought	0-2	3-5	6-8	9
	Conclusion				
11	Specific request for financing, summary of key points supporting the financial request	0-2	3-5	6-8	9-10
Presentation Total Points (maximum 100)					
					Total Score