

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

	<b>Executive Summary</b>	<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	0-5	6-10	11-15	16-20
	<b>Problem</b>				
2	List of the top three problems the product/service is addressing	0-2	3-5	6-8	9
	<b>Customer Segments</b>				
3	Description of target customers	0-2	3-5	6-7	8
	<b>Unique Value Proposition</b>				
4	Description of the single, clear, compelling messages that states why the product/service is different and worth buying	0-2	3-5	6-7	8
	<b>Solutions</b>				
5	Description of the top three features of the product/service	0-2	3-5	6-8	9
	<b>Channels</b>				
6	Description of the pathways to customers	0-2	3-5	6-7	8
	<b>Revenue Streams</b>				
7	Description of the revenue model and life time values; explanation of the revenue and gross margin	0-2	3-5	6-8	9
	<b>Cost Structure</b>				
8	Explanation of the customer acquisition costs, distribution costs, human resources costs and other additional costs	0-2	3-5	6-8	9
	<b>Key Metrics</b>				
9	Explanation of the key activities that must be measured	0-2	4	6	8
	<b>Competitive Advantage</b>				
10	Explanation of why the product/service cannot be easily copied or bought	0-2	3-5	6-8	9
	<b>Conclusion</b>				
11	Specific request for financing, summary of key points supporting the financial request	0	1	2	3
Presentation Total Points (maximum 100)					
<b>Total Score</b>					