

INTERNATIONAL BUSINESS PLAN EVENT

EVALUATION FORM

		<i>Exceeds Expectations</i>	<i>Meets Expectations</i>	<i>Below Expectations</i>	<i>Little/No Value</i>
1	Opening presentation and request: description of project, organization, clarity and effectiveness of presentation	5	4	3-2	1-0
2	Assess opportunities for venture (max 5); determine feasibility (max 5)	10-9	8-6	5-3	2-0
3	Describe market entry strategies for conducting business (max 5); evaluate risk-taking opportunities (max 5)	10-9	8-6	5-3	2-0
4	Explain the complexity of business operations (max 5); describe marketing functions and related activities (max 5)	10-9	8-6	5-3	2-0
5	Determine relationships among total revenue, marginal revenue, output and profit	5	4	3-2	1-0
	Presentation Total Points (maximum 40)				
	Executive Summary				
6	1-3 page description of the business model	10-9	8-6	5-3	2-0
	Analysis of International Business Situation and Problem				
7	List of the top three problems the product/service is addressing (max 4) Economic, political, legal, trade area and cultural analysis (max 4)	8-7	6-5	4-3	2-0
	Customer Segments and Channels				
8	<ul style="list-style-type: none"> ▪ Description of the target customers (max 4) ▪ Descriptions of the pathways to customers (max 4) 	8-7	6-5	4-3	2-0
	Unique Value Proposition and Solution				
9	<ul style="list-style-type: none"> ▪ Description of the single, clear, compelling message that states why the product/service is different and worth buying (max 4) ▪ Description of the top three features of the product/service (max 4) 	8-7	6-5	4-3	2-0
	Revenue Streams				
10	Description of revenue model and life time values	4	3	2	1-0
	Cost Structure				
11	Explanation of customer acquisition costs, distribution costs, human resources costs and any additional costs	5	4	3-2	1-0
	Detailed Financials				
12	Projected income and expenses and proposed plan to meet capital needs	5	4	3-2	1-0
	Key Metrics and Competitive Advantage				
13	Explanation of key activities that must be measured (max 4); explanation of why the product/service cannot be easily copied/bought (max 4)	8-7	6-5	4-3	2-0
	Conclusion				
14	Specific request for financing, summary of key points supporting request	4	3	2	1-0
	Written Entry Total Points (maximum 40)				
	Combined Presentation and Written Entry Total Points (maximum 100)				
	Total Score				