

## 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 ( <b>max 5</b> ); determine feasibility ( <b>max 5</b> )	10-9	8-6	5-3	2-0
3	Describe market entry strategies for conducting business ( <b>max 5</b> ); evaluate risk-taking opportunities ( <b>max 5</b> )	10-9	8-6	5-3	2-0
4	Explain the complexity of business operations ( <b>max 5</b> ); describe marketing functions and related activities ( <b>max 5</b> )	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)				
	<b>Executive Summary</b>				
6	1-3 page description of the business model	4	3	2	1-0
	<b>Analysis of International Business Situation and Problem</b>				
7	List of the top three problems the product/service is addressing ( <b>max 5</b> ) Economic, political, legal, trade area and cultural analysis ( <b>max 5</b> )	10-9	8-6	5-3	2-0
	<b>Customer Segments and Channels</b>				
8	<ul style="list-style-type: none"> <li>▪ Description of the target customers (<b>max 4</b>)</li> <li>▪ Descriptions of the pathways to customers (<b>max 4</b>)</li> </ul>	8-7	6-5	4-3	2-0
	<b>Unique Value Proposition and Solution</b>				
9	<ul style="list-style-type: none"> <li>▪ Description of the single, clear, compelling message that states why the product/service is different and worth buying (<b>max 4</b>)</li> <li>▪ Description of the top three features of the product/service (<b>max 5</b>)</li> </ul>	9-8	7-6	5-3	2-0
	<b>Revenue Streams</b>				
10	Description of revenue model and life time values	5	4	3-2	1-0
	<b>Cost Structure</b>				
11	Explanation of customer acquisition costs, distribution costs, human resources costs and any additional costs	5	4	3-2	1-0
	<b>Detailed Financials</b>				
12	Projected income and expenses and proposed plan to meet capital needs	5	4	3-2	1-0
	<b>Key Metrics and Competitive Advantage</b>				
13	Explanation of key activities that must be measured ( <b>max 5</b> ); explanation of why the product/service cannot be easily copied or bought ( <b>max 5</b> )	10-9	8-6	5-3	2-0
	<b>Conclusion</b>				
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)				
	<b>Total Score</b>				