



**THE GRIT TANK EVENT, 2017**  
 CONCEPT PAPER AND ORAL PRESENTATION  
 EVALUATION FORM

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PRESENTATION</b>						
1.	<b>Problem</b> - Members should list the top three problems their product/service is addressing.	0-1-2	3-4-5	6-7-8	9-10	
2.	<b>Customer Segments</b> - Members should list who the primary customers will be for their product or service.	0-1-2	3-4-5	6-7-8	9-10	
3.	<b>Unique Value Proposition</b> - Members should identify the single, clear, compelling message that states why their product/service is different and worth buying.	0-1-2	3-4-5	6-7-8	9-10	
4.	<b>Solution</b> - Members should identify the top three features of their product/service.	0-1-2	3-4-5	6-7-8	9-10	
5.	<b>Channels</b> - Members should determine the possible pathways to customers.	0-1-2	3-4-5	6-7-8	9-10	
6.	<b>Revenue Streams</b> - Members must explain the revenue model, determine lifetime values, describe the revenue, and determine gross margins.	0-1-2	3-4-5	6-7-8	9-10	
7.	<b>Cost Structure</b> - Members should calculate the customer acquisition costs, the distribution costs, the human resources costs, and any other additional costs.	0-1-2	3-4-5	6-7-8	9-10	
8.	<b>Key Metrics</b> - Members should identify the key activities that must be measured.	0-1-2	3-4-5	6-7-8	9-10	
9.	<b>Competitive Advantage</b> - Members should describe what about their product/service means that it cannot be easily copied or bought.	0-1-2	3-4-5	6-7-8	9-10	
<b>OVERALL IMPRESSION</b>						
10.	Overall impression of the presentation and of the participant(s) (articulate, knowledgeable, distribution of talking points)	0-1	2-3	4	5	
11.	Ability to address questions clearly and professionally	0-1	2-3	4	5	
<b>Total Possible Points: 100</b>				<b>Presentation Total Points</b>		
						<b>LESS PENALTY POINTS:</b>
						<b>TOTAL SCORE</b>