



\$30K Entrepreneurship Competition | John P. Ellbogen

Official Rules, Requirements, and Judging Criteria

Academic Year: 2015 - 2016

Mentor's Evaluation Scorecard

Team/Company Name: _____

Mentor Name: _____

Instructions: Please evaluate the team on the following aspects:

(Using this rating system: 1 = excellent, 2 = very good, 3 = good, 4 = adequate, 5 = fair, 6 = poor, 7 = very poor.)

Timeliness

(Kept appointments, arrived on time,
used time together to the fullest)

Excellent

Very Poor

1 2 3 4 5 6 7

Attitude

(Was it professional and friendly?)

1 2 3 4 5 6 7

Communication

(Willingness to listen and accept constructive criticism)

1 2 3 4 5 6 7

Likelihood of following through with business

1 2 3 4 5 6 7

Areas for Improvement/Other Comments:

(General impression, any issues or other relevant information)



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Judge's Video Pitch Evaluation Scorecard

Team/Company Name: _____

Instructions: Please evaluate the Business Concept on the following aspects:

(Using this rating system: 1 = excellent, 2 = very good, 3 = good, 4 = adequate, 5 = fair, 6 = poor, 7 = very poor.)

Content of Plan

(Clear, thorough and effective overview)

Excellent

Very Poor

1 2 3 4 5 6 7

Business Information & Research

(Effective amount of business information
and research to support potential venture)

1 2 3 4 5 6 7

Communication

(Clear & effective communication)

1 2 3 4 5 6 7

Financial Summary

(Easy to read and understand, consistent with plan,
effective use and impact of the potential prize money)

1 2 3 4 5 6 7

Probability of Successful Launch

1 2 3 4 5 6 7

Community Impact

(Job creation potential)

1 2 3 4 5 6 7

Strengths of the Business Concept

Areas for Improvement



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Judge's E2E Pitch Evaluation Scorecard

Team/Company Name: _____

Instructions: Please evaluate the Business Concept on the following aspects:

(Using this rating system: 1 = excellent, 2 = very good, 3 = good, 4 = adequate, 5 = fair, 6 = poor, 7 = very poor.)

Content of Plan

(Clear, thorough and effective overview)

Excellent

1 2 3 4 5 6 **Very Poor**
7

Business Information & Research

(Effective amount of business information
and research to support potential venture)

1 2 3 4 5 6 7

Communication

(Clear & effective communication)

1 2 3 4 5 6 7

Financial Summary

(Easy to read and understand, consistent with plan,
effective use and impact of the potential prize money)

1 2 3 4 5 6 7

Probability of Successful Launch

1 2 3 4 5 6 7

Community Impact

(Job creation potential)

1 2 3 4 5 6 7

Strengths of the Business Concept

Areas for Improvement



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Part I. Written Business Plan Evaluation Scorecard

(Completed PRIOR to competition)

Team/Company Name: _____

Instructions: Please evaluate the Written Business Plan on the following aspects:

(Using this rating system: 1 = excellent, 2 = very good, 3 = good, 4 = adequate, 5 = fair, 6 = poor, 7 = very poor.)

Executive Summary

(Clear, exciting and effective as a stand-alone overview of the plan)

Excellent

Very Poor

1 2 3 4 5 6 7

Products or Services

(Description, features and benefits, pricing, current stage of development, proprietary position)

1 2 3 4 5 6 7

Market and Marketing Strategy

(Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion)

1 2 3 4 5 6 7

Management

(Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure)

1 2 3 4 5 6 7

Summary Financials

(Presented in summary form, easy to read and understand, consistent with plan and effective)

1 2 3 4 5 6 7

Offering and Viability

(Proposal/terms to investors - clarity of investment proposal; investment potential)

1 2 3 4 5 6 7

Overall Assessment of Written Plan

(Is the plan clear and compelling?)

1 2 3 4 5 6 7

Strengths of the Written Business Plan

Areas for Improvement



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Part II. Oral Presentation & Business Viability Feedback Form

Team/Company Name: _____

Instructions: Please evaluate the Oral Presentation & Business Viability on the following aspects:

(Using this rating system: 1 = excellent, 2 = very good, 3 = good, 4 = adequate, 5 = fair, 6 = poor, 7 = very poor.)

Market Opportunity

(There is a clear market need presented
as well as a way to take advantage of that need)

Excellent

Very Poor

1 2 3 4 5 6 7

Distinctive Competence

(The company provides something novel/unique/
special that gives it a competitive advantage in its market)

1 2 3 4 5 6 7

Management Capability

(This team can effectively develop this company and
handle the risks associated with the venture)

1 2 3 4 5 6 7

Financial Understanding

(This team has a solid understanding of the financial
requirements of the business)

1 2 3 4 5 6 7

Investment Potential

(The business represents a real investment opportunity
in which you would consider investing)

1 2 3 4 5 6 7

Presentation

(The team presented their venture in a logical, persuasive
manner, and answered questions well)

1 2 3 4 5 6 7

Strengths of Presentation

Areas for Potential Improvement



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Judge's Ranking Sheet

Instructions: At the END of the competition, please rank all 5 presenting companies from highest (1) to lowest (5). Please do NOT use the same number twice (i.e., no ties).

	RANKING (1 = highest/best, 5 = lowest/worst)
Company Name: _____	_____
Company Name: _____	_____
Company Name: _____	_____
Company Name: _____	_____
Company Name: _____	_____