

TYE Dallas 2012 Competition

TYE Business Plan Competition to be held on Sunday, Nov 4, 2012 @ ALU Gravity Center

Judging Criteria and Guidelines

All teams are judged based on the following judging criteria. The score card below is used as a tool for the judges to evaluate the teams in various criteria. It is imperative that the students and judges understand the guidelines and comply.

I. Judging Criteria: Your overall score at the end of the competition will depend on the following factors. The judges will grade each team on a scale from one to ten on each individual aspect within the following categories (details further below):

- i. **Concept & Value Proposition:** How strong is the value proposition? Is the idea providing an innovative solution to a key real-world problem? What is the ROI, market size, and idea/technology viability ?
- ii. **Business Model:** How strong is the execution plan of the company (sales and marketing, pricing, business model) and if it's a for-profit, can the company earn money, or if it's a social enterprise, be a viable solution to make an impact on the community?
- iii. **Presentation:** How clear, well-defined, and well-delivered is the presentation? How well written is the business plan? Is there a functioning prototype and if not, is there a design of a prototype that illustrates a fair effort was made?

II. Presentation formats acceptable

- a. Power-point slides
- b. Screen mockups
- c. Web or physical prototypes

III. Business Plan Competition

- a. Approximately 15 minutes of presentation, 5 minutes for Q&A and 5 minutes of transition time between teams
- b. No feedback from judges until all presentations are over

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TYE Dallas 2012 Competition Score Card

Team: _____

Judge: _____

Team Members:

This score sheet provides broad guidelines and hints. Although both the business plan and the final presentation must prove why the idea will succeed, we want to emphasize the real-world sales skills in being able to pitch an idea successfully to an investor, a customer, or a potential business partner. Therefore, the presentation is given more importance while the business plan complements the presentation. Consider the following in the scoring:

- Is this area covered in adequate detail?
- Was the area well presented?
- Are assumptions presented realistic and reasonable?

Scoring: Rate each item on a scale of 0-10, with 10 at the top of the scale.

	Criteria	Score
The Idea/Concept		
1	Concept: Value Proposition: How well did the company define its new products or services? Is the idea providing an innovative solution to a key real-world problem?	
2	ROI: Has the team defined a significant customer problem and described a solution with clearly defined benefits (ROI) for potential customers?	
3	Market Analysis: Is the analysis complete? Are assumptions valid? Is there a clear market need and customer demand with an adequate addressable market size?	
4	Idea/Technology: Is the idea/technology practical/possible? Is it unique? Difficult to replicate? Is it sufficiently protected from an intellectual property standpoint?	
5	Competition: Has the team adequately discussed its competition and shown that it will have a clear competitive advantage? Are assumptions valid?	
Total for Section		

Business Model		
6	Execution Plan: How strong is the execution plan of the company (sales and marketing, pricing, business model) and can the company earn money, if it's a nonprofit, or be a viable solution to make an impact on the community (if it's a social enterprise)?	
7	Sales and Marketing: How well did the company demonstrate a credible marketing plan and sales strategy?	
8	Operational Viability: Has the team clearly shown that the business model, revenue generation and profitability are realistic?	
9	Financial: How well do the financial projections reflect true operating costs and capital expenditures? How achievable are the projected revenues and earnings?	
10	Milestones and Exit Strategy: Are upcoming financial, technical, and organizational milestones clear and does the intended use of capital make sense? How well did the company define investor exit strategy?	
Total for Section		

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Team: _____

Judge: _____

Presentation and WOW-Factor:		
11	Engagement: Does the story capture the imagination of the audience and motivate someone to invest, join the team, etc.?	
12	Organization: Was the oral presentation well organized, concise and delivered in a polished, professional manner?	
13	Simplicity: Did the presentation describe the company and its business in such a way that an investor who was not familiar with the company's business could understand the Company's products, its market, and its business plan? How well did the company focus on the critical elements for success of the business?	
14	Teaming: Is the team composed of diverse people with complementary skills and knowledge or does it have a realistic ability to create such a team? Are the gaps clearly stated?	
15	Written Plan: Does the document complement presentation and provide adequate details? Are analyses explained logically? Are risks identified? Is there a financial model shown?	
Total for Section		

Total SCORE	
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Strengths:

Areas to work on/General Notes: