



Team Name:

Judge:

Please evaluate to what extent the presenters achieve the following:	High Extent	Low Extent
Venture concept	5 4 3	2 1
The venture concept and its innovativeness are highly attractive and clearly realistic.		
<i>Comments:</i>		
Overt benefit/Product-market match	5 4 3	2 1
There is an overt, specific benefit in meeting the needs of an identifiable target market.		
<i>Comments:</i>		
Feasibility/Reason to believe	5 4 3	2 1
The presenters clearly communicated the business model and its viability, both financially and strategically. They also highlighted a strong “reason to believe” for the new venture, e.g. substance, supporting research, team capability, etc.		
<i>Comments:</i>		



Market potential/Social impact	5 4 3 2 1
The venture creates substantial economic or social value or otherwise has potential for impact.	
<i>Comments:</i>	
Action plan	5 4 3 2 1
The presenters showed a realistic understanding of what needs to be done to start the venture and make it successful, including identification of key milestones and targets, and specific actions to achieve them.	
<i>Comments:</i>	
Overall	5 4 3 2 1
The presentation was convincing, professional and persuasive.	
<i>Comments:</i>	