

Bench to Business Challenge 2017_ Executive Summary Judging Form

Note: The merit of the idea itself is not being judged. The quality of the executive summary as a function of explanation of the idea, feasibility plans, market research, business strategy is being judged.

Scores are on a range from 1 to 5; with 5 being the best score in each category.

TEAM NAME:

Criteria	Score
<p>Explained idea and value proposition 1 = idea not explained clearly; 5= idea and value proposition explained clearly Feedback (Optional):</p>	
<p>Target market and/or customers 1 = Unfocused / poorly defined market or customers; 5 = Defined market need, potential customers Feedback (Optional):</p>	
<p>Goals and milestones 1 = Poorly defined goals and milestones; 5 = Clear strategy outlined for moving forward, proper usage of capital provided which matches milestone Feedback (Optional):</p>	
<p>Revenue models / exit strategies 1 = Unclear revenue models; 5 = Well-defined revenue stream and/or provided realistic exit strategies Feedback (Optional):</p>	
<p>Capital requirement 1 = Unclear or absent capital requirement; 5 = Well-researched ask for capital. Financial breakdown provided Feedback (Optional):</p>	
<p>Management team 1 = No management team defined; 5 = Management team biographies and expertise defined (<u>We are not judging capabilities of the personnel</u>) Feedback (Optional):</p>	

Based on the executive summary, of a hypothetical \$1000, how much would you invest in the team /business plan: \$_____ (in increments of \$100)

Additional Feedback to the team (OPTIONAL):