Enterprise Challenge ROUND ONE judging criteria

CATEGORY	JUDGING CRITERIA	POINTS
	Does the pitch describe:	
Business Opportunity	The problem the business is solving and its distinctive solution (0-5 points)	20
	The competitive landscape the business operates in (0-5 points)	
	The target market (0 to 5 points)	
	How funding will allow the business to reach its goals (0 to 5 points)	
	Does the pitch describe:	2
Sales and	How the business will get products or services to market (0 to 10 points)	20
Marketing	How the business will attract customers and build interest (0 to 10 points)	
	Do the financials:	
Financial Projections	Provide realistic, expense forecasts for its industry (0 to 5 points)	20
	Provide realistic, revenue forecasts for its industry (0 to 5 points) Demonstrate the ability of the business to be profitable and sustainable	
	(0 to 10 points)	
	Do the milestones:	
Milestones	Describe the steps that need to happen to keep the business on track	20
	(0 to 10 points)	
	Present a timeframe that could reasonably be achieved (0 to 10 points)	
	Do the team members and partners:	
Team and Partners	Have the backgrounds and skills to achieve the milestones (0 to 10 points)	20
	Represent the leadership cross section needed for this type of industry (0 to 10 points)	
	(0 to 10 points)	





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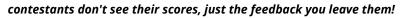
Enterprise Challenge TRADE SHOW judging criteria

BUSINESS NAME: __

JUDGES NAME: ____

CATEGORY	JUDGING CRITERIA	POINTS
	Did the contestant:	
	Provide a professional introduction (0 to 5 points)	/5
Approach & Moode	Gain attention and build rapport (0 to 5 points)	15
Approach & Needs Identification	Smoothly transition into needs identification (0 to 5 points)	/5
Identification	Ask effective questions to understand your interest or need for the product	15
	(0 to 5 points) Did the contestant:	
	Persuasively match the product/service benefits to meet your needs as the buyer (0 to 10 points)	/ 10
Presentation	Display a strategy to communicate and persuade (0 to 5 points)	/5
	Use appropriate visual aids, demonstrations, etc. (0 to 5 points)	15
	Did the contestant:	
Overcoming	Restate, clarify, or allow you to clarify your questions concerns (0 to 10 points)	/ 10
Objections	Eliminate questions and concerns to your satisfaction (0 to 10 points)	/ 10
	Did the contestant:	
	Confirm that the questions concerns were no longer an issue (0 to 5 points)	/5
Clasing	Present a revised persuasive reason for buying (0 to 5 points)	15
Closing	Made a professional ask for business or another appropriate commitment (0 to 10 points)	/ 10
	Did the contestant:	
Communication Skill	Demonstrate effective communication skills (active listening, rephrasing, clarifying questions, probed for understanding, etc. (0 to 10 points)	/ 10
Communication Skills	Display appropriate body language, enthusiasm, and confidence (0 to 10 points)	/ 10

PLEASE LEAVE FEEDBACK ON THE BACK





ENTERPRISE CHALLENGE Business Plan Competition

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Enterprise Challenge FINAL PRESENTATION judging criteria

BUSINESS NAME: _____

JUDGES NAME: _____

CATEGORY	JUDGING CRITERIA	POINTS
na una serie de la companya de la factoria de la companya de la companya de la companya de la companya de la c	Does the pitch describe:	
Business Opportunity	The problem the business is solving and its distinctive solution (0-5 points)	/5
	The competitive landscape the business operates in (0-5 points)	15
	The target market (0 to 5 points)	15
	How funding will allow the business to reach its goals (0 to 5 points)	/5
	Does the pitch describe:	0 1
Sales and	How the business will get products or services to market (0 to 10 points)	/ 10
Marketing	How the business will attract customers and build interest (0 to 10 points)	/ 10
	Do the financials:	
Financial Projections	Provide realistic, expense forecasts for its industry (0 to 5 points)	/5
	Provide realistic, revenue forecasts for its industry (0 to 5 points)	/5
	Demonstrate the ability of the business to be profitable and sustainable	/ 10
	(0 to 10 points)	/ 10
	Do the milestones:	-
Milestones	Describe the steps that need to happen to keep the business on track	/ 10
	(0 to 10 points)	/ 10
	Present a timeframe that could reasonably be achieved (0 to 10 points)	/ 10
	Do the team members and partners:	0 1
Team and Partners	Have the backgrounds and skills to achieve the milestones (0 to 10 points)	/ 10
	Represent the leadership cross section needed for this type of industry	/ 10
	(0 to 10 points)	/ 10

PLEASE LEAVE FEEDBACK ON THE BACK

contestants don't see their scores, just the feedback you leave them!



/100 points

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