

# 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:	
Sales and Marketing	How the business will get products or services to market (0 to 10 points)	20
	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 (0 to 10 points)	20
	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)	

*100 points*

# Enterprise Challenge TRADE SHOW

*judging criteria*

BUSINESS NAME: \_\_\_\_\_

JUDGES NAME: \_\_\_\_\_

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

**ENTERPRISE CHALLENGE**   
Business Plan Competition

A PROGRAM BY KITTITAS COUNTY CHAMBER OF COMMERCE



# Enterprise Challenge FINAL PRESENTATION

*judging criteria*

BUSINESS NAME: \_\_\_\_\_

JUDGES NAME: \_\_\_\_\_

CATEGORY	JUDGING CRITERIA	POINTS
	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)	/ 5
	The target market (0 to 5 points)	/ 5
	How funding will allow the business to reach its goals (0 to 5 points)	/ 5
	Does the pitch describe:	
Sales and Marketing	How the business will get products or services to market (0 to 10 points)	/ 10
	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 (0 to 10 points)	/ 10
	Do the milestones:	
Milestones	Describe the steps that need to happen to keep the business on track (0 to 10 points)	/ 10
	Present a timeframe that could reasonably be achieved (0 to 10 points)	/ 10
	Do the team members and partners:	
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 (0 to 10 points)	/ 10

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*/ 100 points*

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