

**Pilots Venture Challenge**  
**For-Profit Presentation Evaluation Form**

Venture: \_\_\_\_\_

Evaluator (Last or Initials): \_\_\_\_\_

	Very Good	Good	Average	Below Average	Poor	Non-Existent
<b>Overview Business Concept (Problem/Opportunity &amp; Solution)</b> <i>Provided a clear, concise overview of an existing problem or unmet need in the market. Presented a clear and compelling description of the proposed solution.</i>	5	4	3	2	1	0
<b>Market Analysis, Customer Segments and Competition</b> <i>Clearly explained the addressable market and proposed market position relative to existing and potential competition / solutions.</i>	5	4	3	2	1	0
<b>Plan to Reach Customers</b> <i>Distribution, marketing, and sales strategies appear reasonable and appropriate for exploiting the opportunity. Analyzed and explained cost of customer acquisition.</i>	5	4	3	2	1	0
<b>Business, Revenue and Profit Model</b> <i>A compelling and credible model for generating revenue, projecting expenses, and modelling profit.</i>	5	4	3	2	1	0
<b>Management Team</b> <i>Summary of the strengths/skills of the existing team members to launch and sustain this venture, additional skills or expertise that are need and the plan to obtain them.</i>	5	4	3	2	1	0
<b>Financial Projections</b> <i>Summary and detail of financial projection for the market and business model assumptions,</i>	5	4	3	2	1	0
<b>Overall Verbal Presentation</b> <i>Clear and well-articulated plan and slide content, including market, competition, financials, timelines, key details, model and an ask.</i>	5	4	3	2	1	0
<b>Performance During the Q &amp; A Period</b> <i>Answered questions authoritatively and appeared to have anticipated and prepared for questions; communicated professionally and maintained their composure.</i>	5	4	3	2	1	0

**Written Business Plan Rubric**

<b>Overall Written Business Plan</b> <i>Information and sections included offer a good understanding of the opportunity, market, implementation and operating details necessary for key aspects of implementation/launch/scaling.</i>	5	4	3	2	1	0
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(Enter Comments & Suggestions on other side)

**TOTAL POINTS:** \_\_\_\_\_



