Pilots Venture Challenge
Social Presentation Evaluation Form

Venture: _____

Evaluator (Last or Initials): _____

	Very Good	Good	Average	Below Average	Poor	Non-Existent
Overview Business Concept (Problem/Opportunity & Solution) *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.*	5	4	3	2	1	0
Market Analysis, Customer Segments and Competition *Clearly explained the addressable market and proposed market position relative to existing and potential competition / solutions.*	5	4	3	2	1	0
Plan to Reach Customers *Distribution, marketing, and sales strategies appear reasonable and appropriate for exploiting the opportunity. Analyzed and explained cost of customer acquisition.*	5	4	3	2	1	0
Mission & Social Impact *Clearly states mission and impact to social cause, i.e., impact to people/community, animals or environment. Shows innovative strategies with a scalable and sustainable business model.*	5	4	3	2	1	0
Business, Revenue and Profit Model *A compelling and credible model for generating revenue, projecting expenses, and modelling profit.*	5	4	3	2	1	0
Management Team *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.*	5	4	3	2	1	0
Financial Projections *Summary and detail of financial projection for the market and business model assumptions,*	5	4	3	2	1	0
Overall Verbal Presentation *Clear and well-articulated plan and slide content, including market, competition, financials, timelines, key details, model and an ask.*	5	4	3	2	1	0
Performance During the Q & A Period *Answered questions authoritatively and appeared to have anticipated and prepared for questions; communicated professionally and maintained their composure.*	5	4	3	2	1	0

Written Business Plan Rubric

Overall Written Business Plan *Information and sections included offer a good understanding of the opportunity, market, implementation and operating details necessary for key aspects of implementation/launch/scaling.*	5	4	3	2	1	0

(Enter Comments & Suggestions on other side)

TOTAL POINTS: _____

Comments or Suggestions