

Company: _____ Judge No: _____

(Using this rating system: 1 = very poor, 2 = poor, 3 = fair, 4 = adequate, 5 = good, 6 = very good, 7 = excellent)

7. Summary Financials (10%)

Presented in summary form and are easy to read and understand.

Consistent with plan and effective in capturing financial performance; Monthly for year 1, Quarterly for years 2-3, annually for years 4-5.

a. Cash Flow Statement	1	2	3	4	5	6	7
b. Income Statement	1	2	3	4	5	6	7
c. Balance Sheet	1	2	3	4	5	6	7
d. Funds Required/Uses	1	2	3	4	5	6	7
e. Assumptions/Trends/Comparatives	1	2	3	4	5	6	7

Comments/Questions _____

8. Offering (10%)

(Proposal/terms to investors--indicates how much needed, the ROI, the structure of the deal, and possible exit strategies)

1	2	3	4	5	6	7
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Comments/Questions _____

9. Viability (20%)

(Market opportunity, distinctive competence, management understanding, investment potential)

1	2	3	4	5	6	7
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Comments/Questions _____

10. Brevity and Clarity (5%)

(Is the plan approximately 25 pages with minimal redundancy)

1	2	3	4	5	6	7
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Comments/Questions _____

Additional Comments

- more on other side

**Concept2Venture®
Judge's Evaluation**

Company: _____ Judge No: _____

II. Presentation (20%)

(Using this rating system: 1 = very poor, 2 = poor, 3 = fair, 4 = adequate, 5 = good, 6 = very good, 7 = excellent)

1. Formal Presentation (50%)

- | | | | | | | | |
|---|---|---|---|---|---|---|---|
| a. Materials presented in clear, logical and/or sequential form. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b. Ability to relate need for the company with meaningful examples, and practical applications. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c. Ability to maintain judges' interest. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d. Quality of Visual Aids. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

2. Questions and Answers (50%)

- | | | | | | | | |
|---|---|---|---|---|---|---|---|
| a. Ability to understand judges' inquiries. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b. Appropriately respond to judges' inquiries with substantive answers. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c. Use of time allocated (minimal redundancy). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d. Poise and confidence (think effectively on their feet). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Strengths of Presentation

Weaknesses of Presentation

**Concept2Venture®
Judge's Evaluation**

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III. Viability of Company (40%)

	Definitely No					Definitely Yes	
1. Market Opportunity (20%) (There is a clear market need presented as well as a way to take advantage of that need.)	1	2	3	4	5	6	7
2. Distinctive Competence (20%) (The company provides something novel/unique/special that gives it a competitive advantage in its market.)	1	2	3	4	5	6	7
3. Management Capability (20%) (This team can effectively develop this company and handle the risks associated with the venture.)	1	2	3	4	5	6	7
4. Financial Understanding (20%) (This team has a solid understanding of the financial requirements of the business.)	1	2	3	4	5	6	7
5. Investment Potential (20%) (The business represents a real investment opportunity in which you would consider investing.)	1	2	3	4	5	6	7

Company Strengths

Company Weaknesses

Additional Comments

- more on other side