



# SAN PEDRO HIGH SCHOOL

## BUSINESS FAIR 2017

### 3<sup>rd</sup> Form Evaluation Forms



Company: \_\_\_\_\_ Judge Name: \_\_\_\_\_

#### Part I. Business Plan

Please evaluate the business plan on the following aspects:  
 (Using this rating system: 7 = excellent, 6 = very good, 5 = good, 4 = adequate, 3 = fair, 2 = poor, 1 = very poor)

	Very Poor				Excellent			
1. <b>Executive summary</b> (Clear, exciting, and effective as a stand-alone overview of the plan)	1	2	3	4	5	6	7	
2. <b>Products and Services</b> (Description, features, and benefits, pricing, current stage of development, proprietary position)	1	2	3	4	5	6	7	
3. <b>Market and Marketing Strategy</b> (Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion)	1	2	3	4	5	6	7	
4. <b>Management</b> (Backgrounds of key individuals, ability to execute Strategy, personnel needs, organization structure)	1	2	3	4	5	6	7	
5. <b>Financials</b> (Presented in an easy to read and understandable format)	1	2	3	4	5	6	7	
6. <b>Offering and Viability</b> (Proposal/terms to investors—clarity of investment proposal; investment potential)	1	2	3	4	5	6	7	
7. <b>Overall Assessment of Written Plan</b> (Is the plan clear and compelling?)	1	2	3	4	5	6	7	

#### Part II. Presentation

	Very Poor				Excellent			
1. <b>Formal Presentation</b>								
a. Materials presented in a 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 judge's interest.	1	2	3	4	5	6	7	
d. Quality of visual aids.	1	2	3	4	5	6	7	
2. <b>Questions and Answers</b>								
a. Ability to understand judges' inquiries.	1	2	3	4	5	6	7	
b. Appropriately respond to judges' inquiries.	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	



# SAN PEDRO HIGH SCHOOL BUSINESS FAIR 2017

## 3<sup>rd</sup> Form Evaluation Forms



### Part III. Viability of Company

	Very Poor				Excellent		
1. <b>Market Opportunity</b> (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. <b>Distinctive Competence</b> (The company provides something novel/unique/special that gives it a competitive advantage in its market.)	1	2	3	4	5	6	7
3. <b>Management Capability</b> (This team can effectively develop this company and handle the risks associated with the venture.)	1	2	3	4	5	6	7
4. <b>Financial Understanding</b> (This team has a solid understanding of the financial requirements of the business.)	1	2	3	4	5	6	7
5. <b>Investment Potentials</b> (The business represents a real investment opportunity in which you would consider investing.)	1	2	3	4	5	6	7

<b>Total Score</b> (Add up scores from 1-7 above)	_____
--	-------

<b>Additional Comments:</b>