

Judging Criteria

Below is a sample form that may be provided to judges to evaluate companies competing in the New York Business Plan Competition.

Presentation description/notes:

Please evaluate the team from a scale of 1-5 in each of the following categories:

1 - Poor 2 - Adequate 3 - Good 4 - Very Good 5 - Excellent

	1	2	3	4	5
Market Opportunity (Clear market need and a plan to take advantage of the need.)	1	2	3	4	5
Competitive Advantage (The product or service is something unique that has a protectable competitive advantage in the proposed market.)	1	2	3	4	5
Management Capability (The team has the skills and experience to develop this company and address the risks associated with the venture.)	1	2	3	4	5
Financial Understanding (The team has a solid understanding of the financial requirements of the business.)	1	2	3	4	5
Venture Maturity (This team has incorporated as a business and is in contact with potential customers.)	1	2	3	4	5
Presentation (The pitch presented the venture in a clear, compelling manner, and answered questions well.)	1	2	3	4	5
Investment Potential (The business is a real investment opportunity in which you would consider investing.)	1	2	3	4	5