

Judging Criteria

Category	Excellent (3 Points)	Fair (2 Points)	Poor (1 Point)
People	<ul style="list-style-type: none"> Speaks clearly and distinctly at all times and mispronounces no words. Stands up straight, looks relaxed and confident, and establishes strong eye contact. Idea/Product/Service is well organized and very easy to follow. Shows a comprehensive understanding of the industry. 	<ul style="list-style-type: none"> Speaks clearly and distinctly sometimes and fumbles many words. Needs to stand straighter, appears a little nervous, has some trouble maintaining eye contact. Idea/Product/Service can be followed but not easily. Shows a good understanding of parts of the industry. 	<ul style="list-style-type: none"> Often mumbles or cannot be understood. Slouches, motions don't meet words, appears nervous, has significant trouble maintaining eye contact. Idea/Product/Service is poorly organized and is hard to follow. Does not understand the industry very well.
Product	<ul style="list-style-type: none"> Concept is groundbreaking and Product/Idea is sustainable for the foreseeable future. Product/Service nets significant margins to sustain multiple-step distribution strategies. Competitive environment is well understood and placement of product/service is perfect. Target market is clearly stated and is entirely accurate. 	<ul style="list-style-type: none"> Concept is somewhat original and Product/Idea is sustainable for the 5 yrs. Product/Service nets margins to sustain a two-step distribution strategy. Competitive environment is somewhat understood and placement of product/service could be positioned better. Target market needs additional definition and market size is somewhat over / underestimated. 	<ul style="list-style-type: none"> Concept is unoriginal Product/Idea is not sustainable. Product/Service nets margins to sustain one-step distribution strategy. Competitive environment is misjudged and placement of product/service is wrong. Target market is nebulous and market size is grossly inaccurate.
Process	<ul style="list-style-type: none"> Marketing and promotion plan is designed to effectively reach target demographic. Manufacturing capacity is in alignment and capable of meeting demands of consumer. Business acumen permits for ready ability to understand, negotiate and pursue purchase orders from significant large businesses (ie. Large WD's or "Big Box" Stores). Makes market decisions based on meaningful and documented data. 	<ul style="list-style-type: none"> Marketing and promotion plan exists but could benefit for additional changes. Manufacturing capacity is unlikely to deliver the product/service on time to end user. Business acumen permits for ready ability to understand, negotiate and pursue purchase orders from medium volume businesses (Medium Size Retailers). Makes market decisions based on data that should be verified by additional sources. 	<ul style="list-style-type: none"> Marketing and promotion is unlikely to connect with end user. Manufacturing capacity is unlikely to deliver the product/service to the end user on time. Business acumen permits for ready ability to understand, negotiate and pursue purchase orders from low volume businesses. Makes market decisions based on data that is likely entirely inaccurate.