

# ENTERPRISE CHALLENGE

Business Plan Competition 

## ROUND 1 PITCH & FINAL PRESENTATION

CATEGORY	JUDGING CRITERIA	POINTS
<b>Business Opportunity</b>	<b>Does the pitch describe:</b>	<b>20</b>
	The problem the business is solving and its distinctive solution (0 to 5 points)	
	The competitive landscape the business operates in (0 to 5 points)	
	The target market (0 to 5 points)	
	How funding will allow the business to reach its goals (0 to 5 points)	
<b>Sales and Marketing</b>	<b>Does the pitch describe:</b>	<b>20</b>
	How the business will get products or services to market (0 to 10 points)	
	How the business will attract customers and build interest (0 to 10 points)	
<b>Financial Projections</b>	<b>Do the financials:</b>	<b>20</b>
	Provide realistic, expense forecasts for its industry (0 to 5 points)	
	Provide realistic, revenue forecasts for its industry (0 to 5 points)	
	Demonstrate the ability of the business to be profitable and sustainable (0 to 10 points)	
<b>Milestones</b>	<b>Do the milestones:</b>	
	Describe the steps that need to happen to keep the business on track (0 to 10 points)	
	Present a timeframe that could reasonably be achieved (0 to 10 points)	
<b>Team and Partners</b>	<b>Do the team members and partners:</b>	<b>20</b>
	Have the backgrounds and skills to achieve the milestones (0 to 10 points)	
	Represent the leadership cross section needed for this type of industry (0 to 10 points)	
	<b>TOTAL</b>	<b>100</b>