



**2013 “Reality Check”
 Undergraduate Business Plan Competition
 Oral Presentation Form (p1)**

Plan/Team Name _____

Team Presentation Style (35%)	Score*	Comments
Materials presented in clear, concise, and logical and/or sequential form (5%)	1 2 3 4 5	
Presentation stayed within time frame (5%)	1 2 3 4 5	
Conveyed confidence and professionalism (5%)	1 2 3 4 5	
Responsiveness to judges/Effectively fielded questions (5%)	1 2 3 4 5	
Stimulated investor interest and/or ability to maintain judges’ interest (5%)	1 2 3 4 5	
Clearly described product/service and demonstrated knowledge of industry (5%)	1 2 3 4 5	
Operations addressed and Major challenges/risks identified (5%)	1 2 3 4 5	
VISUAL AIDS (15%)	Score	Comments
Clear and readable (5%)	1 2 3 4 5	
Relevant to plan (5%)	1 2 3 4 5	
Attractive and professional (5%)	1 2 3 4 5	

Team Evaluation Form (p2)

VIABILITY (50%)	Score	Comments
<p>Market Opportunity (10%): There is a clear market need presented, as well as a way to take advantage of that need.</p>	1 2 3 4 5 6 7 8 9 10	
<p>Distinctive Competence (10%): The Venture provides something novel/unique/special that gives it a competitive advantage in this market</p>	1 2 3 4 5 6 7 8 9 10	
<p>Management Capability (10%): The team can effectively develop this Venture and handle the risks associated with the venture</p>	1 2 3 4 5 6 7 8 9 10	
<p>Financial Understanding (10%): The team has a solid understanding of the financial requirements of the business</p>	1 2 3 4 5 6 7 8 9 10	
<p>Investment Potential (10%): The business represents a real investment opportunity in which you would consider investing</p>	1 2 3 4 5 6 7 8 9 10	
TOTAL SCORE		
<p>General Comments:</p> 		

Judge: _____

*point value alternates between 5 and 10 point scale to reflect weights of each category.