

MU New Venture Idea Competition Judge's Evaluation

Judge's name:

Graduate or Undergraduate presentation? (circle one)

Names of Student Presenters:

Directions: Please evaluate each presentation in each of the categories below. All categories are worth up to 10 points. 10 points should be awarded if the students achieve every aspect of a category in a well-presented and thought out manner. Provide feedback where appropriate in the form of comments.

1. Viability of the idea: Is this a good idea for a business venture? Is there a market opportunity? Does the group have competence and a management understanding? Is there investment potential?

Score out of 10: _____

2. Clearly defined market niche: Was there a clear, exciting and effective description of the market to be served? Is this market appropriate?

Score out of 10: _____

3. Products or Services: Was there a clear description of the product or service? Does the product or service have good features and benefits, pricing and a potential proprietary position? Is this product or service currently being developed by the students?

Score out of 10: _____

4. Skills and recourses: Do the students have a good understanding of personal skill sets, unique capabilities, and characteristics that are required to conduct an initial market trial? Have the students been able to identify necessary resources and utilize them?

Score out of 10: _____

5. Presentation Skills: Was the presentation clear, logical, meaningful, using good examples and visual aids, and able to maintain your interest?

Score out of 10: _____

6. Questions and Answers: Did the students understand the questions and appropriately respond with a good use of time and poise and confidence? Score out of 10: _____

Total out of 60 _____