Please indicate the number of points you wish to assign to the company under each respective category. Top 3 will be announced based upon the recommendation of judging panel. Please score individually, have group discussion, and make the recommendation for Top 3 Finalists. If the Top 3 are not consistent with the 3 highest overall scores, please provide a narrative on rationale from the group.

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| **Item** | Exemplary  *8 - 10 points* | Good  *5 – 7 points* | Fair  *1 – 4 points* | Not Present  *0 points* | Comments |
| **Company Concept/Description**  *This product/service was well-described in the business presentation. Competition is addressed, either solving an existing problem, meeting a niche market, or offering a competitive advantage over existing products/services.* |  |  |  |  |  |
| **Description of Profitability, Profit/Loss Statement Provided**  *Team members are familiar with profitability of their product/service thus far, include financial statements in their presentation, and offer insight on how they plan to continue to make their business profitable.* |  |  |  |  |  |
| **Sustainability of Company**  *The concept presented is sustainable, and the team has demonstrated an understanding of how to continue the business despite changes that may occur in the coming years.* |  |  |  |  |  |
| **Item** | Exemplary  *8 - 10 points* | Good  *5 – 7 points* | Fair  *1 – 4 points* | Not Present  *0 points* | Comments |
| **Potential for Growth**  *Team members recognize strategies for expansion of their business.* |  |  |  |  |  |
| **Company’s Analysis of Competition and Market**  *Team members have comprehension of competition and current market for their respective product/service(s) and have clearly determined strategies for differentiation.* |  |  |  |  |  |
| **Description of Management and Organization, as well as Customer Service**  *Team members clearly explain their management structure and rationale, as well as their focus upon customer service.* |  |  |  |  |  |
| **Marketing Plan Description and Effectiveness**  *Marketing plan contains appropriate strategies for the respective business. Specific examples were thoroughly explained, and their effectiveness discussed.* |  |  |  |  |  |
| **Overall Feasibility of Business**  *Business model is clearly attainable for the management team as evidenced by their performance thus far. If the business has not performed well, the team explains their evaluation and planned strategy to increase profitability.* |  |  |  |  |  |
| **Item** | Exemplary  *8 - 10 points* | Good  *5 – 7 points* | Fair  *1 – 4 points* | Not Present  *0 points* | Comments |
| **Knowledge of Industry Demonstrated**  *Management team is knowledgeable on their related product/service field.* |  |  |  |  |  |
| **Business Presentation Overall**  *Presentation was well-prepared, team members spoke clearly and made appropriate eye contact.* |  |  |  |  |  |
| **Judges’ Choice**  *Perhaps there are components not addressed in this rubric that you, as a judge, know will make the business successful. You have this additional section to add points based upon criteria you deem important.* |  |  |  |  |  |
| **TOTAL POINTS** |  |  |  |  |  |

Additional Comments (to be viewed by management team at a later time):   
  
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