

EVALUATION CRITERIA

In accordance with paragraph 2.4 in the official rules of the NIBS Worldwide Business Plan Competition, submissions should include the following:

- Business model with value proposition
- Business strategy
- Business objectives
- Internal and external analysis
- Marketing plan, incl. communication plan
- Financial plan
- Implementation plan
- Contingency plan
- Creativity
- Viability and feasibility

When evaluating these submissions, the judging panel will:

- weigh the risks, possible outcomes, feasibility
- consider growth potential
- consider uniqueness, creativity and competitive advantage
- assess if the teams have done a valid feasibility study.
- assess the reasoning behind the business model
- assess the effectiveness of the pitch (you tube film)

Each team will be assigned a final score between **1 (extremely poor)** and **50 (outstanding)**



TEAM NAME:

Business model:

Score

Mission and vision of the business	
Strategy and entry strategy	
Objectives of the business model	
Unique Selling Proposition (competitive advantages and innovativeness of the product / service)	
OVERALL (30% of final score), max score is 15	/15

Business plan:

Quality of the analysis of micro environment - analysis of the customers' profile - analysis of competitors - analysis of suppliers, shareholders, ...	
Quality of the analysis of macro-environment	
Quality of the marketing plan - a clear view of market, market size and market potential - Segmentation, Targeting, Positioning - Marketing mix (strategy for pricing, promotion, product, place)	
Quality of the financial plan - cost calculation - sales forecasts - price calculation - break-even analysis / expected margins - attraction of (foreign) capital	
Quality of the implementation plan - How will the plan be put into effect (in the current configuration)? - What is the time line? - Who is involved? - What are the risks? - Plan B?	
OVERALL (50% of final score), max. score is 25	/25

Movie (5 minutes, YouTube):

Presentation form	
Content	
OVERALL (20% of final score), max. score is 10	/10

FINAL SCORE

/50

between 1 (extremely poor) and 50 (outstanding)



FEEDBACK: General Comments

Strengths:

Weaknesses:

Each judge should formulate **two questions** about aspects of the plan that require additional clarification or explanation (paragraph 2.7.1). These questions will be used in the event that the team reaches the final.

Question 1

Question 2