

NIBS WORLDWIDE BUSINESS PLAN COMPETITION: EVALUATION CRITERIA

According to paragraph 2.4 in the rules of the NIBS Worldwide Business Plan Competition the following items have to be assessed:

- 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

The jury will:

- weigh the risks, possible outcomes, feasibility
- consider growth potential
- consider 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 (video)

Final score: between 1 (extremely bad) and 50 (excellent)

Scoring form, name team:

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



<ul style="list-style-type: none">- sales forecasts- price calculation- break-even analysis / expected margins- attraction of (foreign) capital	
Quality of the implementation plan <ul style="list-style-type: none">- 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	

Video (7 minutes):

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

FINAL SCORE

between 1 (extremely bad) and 50 (excellent)

FEEDBACK, general comments

Strengths:

Weaknesses:



In case the team reaches the final every judge has to formulate **min. two questions and max. three questions** about aspects in every submitted business plan which need further clarification and explanation (paragraph 2.7.1)

Question 1

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Question 2

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Question 3

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