



## 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 **75 (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)	
<b>OVERALL max score is 15</b>	<b>/15</b>

**Business plan:**

Quality of the analysis of microenvironment - 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?	
<b>OVERALL max. score is 50</b>	<b>/50</b>

**Movie (5 minutes, YouTube):**

Presentation form	
Content	
<b>OVERALL max. score is 10</b>	<b>/10</b>

FINAL SCORE

**/75**

between 1 (extremely poor) and 75 (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**