

Team Name: \_\_\_\_\_

THE JOHNS HOPKINS UNIVERSITY  
BUSINESS PLAN COMPETITION  
WWW.JHUCOMPETITION.ORG

## BUSINESS PLAN PRESENTATION EVALUATION SHEET - FINALS

**REALISM OF VALUE PROPOSITION** (Is it better than the Status Quo? Is the multiple of improvement easily detectable by the target market? Will it be easy to convince the market that the project/idea is better than others?)

Excellent          Very Good          Average          Questionable          Missing/Incomplete

1                      2                      3                      4                      5

SCORE

Written Comments:

**SCALABILITY OF THE BUSINESS MODEL**

Excellent          Very Good          Average          Questionable          Missing/Incomplete

1                      2                      3                      4                      5

SCORE

Written Comments:

**FINANCIAL ANALYSIS OF THE BUSINESS MODEL** (Include primary financial risks and mitigation considerations)

Excellent          Very Good          Average          Questionable          Missing/Incomplete

1                      2                      3                      4                      5

SCORE

Written Comments:

**STRENGTH OF THE MARKET ANALYSIS** (Including market definition size and historical and future growth rates, Go To market - strategy, and competitor analysis including substitute products/services and competitor business models)

SCORE

Excellent          Very Good          Average          Questionable          Missing/Incomplete

1                      2                      3                      4                      5

Written Comments:

**DOCUMENTED EVIDENCE FOR FEASIBILITY** (Has evidence been provided that the business model, technology, market adoption or other factors suggest that some of the core risks to the business have adequately been considered?)

Excellent  
1

Very Good  
2

Average  
3

Questionable  
4

Missing/Incomplete  
5

SCORE

Written Comments:

**STRENGTH OF THE ORATORY AND PRESENTATION SKILLS**

Excellent  
1

Very Good  
2

Average  
3

Questionable  
4

Missing/Incomplete  
5

SCORE

Written Comments:

TOTAL SCORE

**COMMENTS:**

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Please write down any additional comments. Feedback is encouraged since the teams will be given this form to read.