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**Definitions**

**Business Opportunity**

Explained a promising business opportunity. The business has the potential to grow, being attractive to investors.

**Distinctive Product or Service**

A unique/well-thought-out product or service that gives the company clear advantages over competitors.

**Marketing**

Explained the target market, its size, and trends, as well as how to market the product or service.

**Financial Understanding**

Displayed a good understanding of the financial requirements and projections for the business.

**Quality of presentation**

Presented the plan in a logical, persuasive manner, and answered questions convincingly. Visual materials effectively supported and enhanced the oral presentation.

**Team Readiness**

The founder team is prepared for this effort and the associated risks. Showed progress, if applicable.

**Social Impact**

The business will bring large benefits to the society.

* **All ratings are on a 5-point scale, with 1 being poor and 5 being excellent.**