EXECUTIVE SUMMARY

40% OF SCORE

Description: The Executive Summary is a written business summary, in PDF format, including details of how the business intends to operate. It is similar to a business plan, but usually shorter, covering much of the same information in summarization.

Specific Requirements:

- No longer than three pages.
- At least 10-point font.
- At least .75-inch margins on all four sides.
- Must be submitted in PDF format.
- All submitted work must be the original work of the members of the business (entrepreneurs and/or mentors).
- Any submission that does not meet these requirements will be disqualified from the Executive Summary component.

Submission: submit via Venture Dash, Adobe document, not later than close 11:59pm, 11 March 2022

Rubric: Criteria are the standards by which a component is evaluated. They are based on a scale of 1 to 5 with five being the best. Maximum score is 25 points. This event is 40% of the total score.

1	Market Opportunity: Sizeable market need presented, with the ability and plan to capture it	
2	Business Model: Company has a viable plan to grow a profitable business.	1 / Poor
3	Management Capability: Founder/team demonstrates the ability to effectively grow the company.	2 / Minimal 3 / Sufficient 4 / Above Average
4	Product/Service Offering: Customer focused solution with a clear value proposition.	5 / Excellent
5	Presentation: Clear, concise, and technically correct (i.e., grammar, spelling, word usage) in style and content.	

FORMAL PRESENTATION

30% OF SCORE

Description: The Formal Presentation is a four-to-five-minute presentation where each business will share details of its product or service with a panel of judges, usually in the form of visual slides, though video, photos, etc., may be included. The judges serve as potential investors or lenders; the challenger is attempting to convince them to invest and support the proposed business.

Specific Requirements:

- A minimum of four and maximum of five minutes for each business presentation.
- Timing begins when the presenter begins speaking.
- There is no minimum or maximum number of entrepreneurs that can present.
- Immediately following the presentation, judges will ask questions.
- Others in attendance are not permitted to ask questions or to comment.
- Entrepreneurs must give the presentation live and in person.
- Entrepreneurs are permitted to utilize handouts and other visual aids.

Submission: if applicable, submit slides or handouts via Venture Dash, Adobe document, not later than close 11:59pm, 22 March 2022

Rubric: Criteria are the standards by which a component is evaluated. They are based on a scale of 1 to 5 with five being the best. Maximum score is 25 points. This event is 30% of the total score.

1	Business Overview: Explains business, team and key roles, relevant experience, intended legal structure, product/service offered, location, timeline, funding needed, etc.	
2	Marketing: Market research done to identify target market, plan to reach market, potential growth, competition, promotion/advertising, pricing strategy, etc.	1 / Poor 2 / Minimal 3 / Sufficient 4 / Above Average 5 / Excellent
3	Financials: Accurately projected financial requirements, cash flow, income, etc.	
4	Presentation: Poise, confidence, comprehension, quality and relevance of slides, ability to answer judge questions, proper attire, captures attention, within time limits, etc.	
5	Investable: The likelihood that you would invest in this business.	

TRADESHOW

30% OF SCORE

Description: The Tradeshow is a 90-minute event where businesses will have the opportunity to give a 2-minute "elevator pitch" for their product or service using a tradeshow booth as a visual and informational aid. Judges will visit each business to evaluate the business idea, display, and its member's ability to discuss the business and answer questions about it.

Process:
- Beginning at 9:00 AM, students will be allowed to set up their tradeshow booths. Booths must be finished and students ready to begin answering questions by 11:30 AM.
- Judges will have two-minutes to listen to student share highlights of their business plan and business or product idea, including time to provide samples or handouts, and ask questions
- Judges will visit students for 90-minutes. If the student is not at your booth when the judges visit, you will not be scored.
- Non-participating students and community members might also be invited to the tradeshow, and student should be at their booth, ready to network and share with all those in attendance.

Specific Requirements:

- Judges may be potential investors or potential consumers of your product or service; be ready to answer questions of either type.
- Students can design their tradeshow booth as they see fit, but are limited to a 10 ft x 10 ft space; the organizer will provide standard tables and chairs
- If students have electrical, water, or other special needs they should be prepared to provide extension cords, surge protectors, etc.; <u>inform the organizer on or before 13 March 2022</u>

Submission: none, booth/display must be ready not later than 11:30am, 23 March 2022

Rubric: Criteria are the standards by which a component is evaluated. They are based on a scale of 1 to 5 with five being the best. Maximum score is 20 points. This event is 30% of the total score.

1	Product or Service Description: what need does your product or service fill, how did you identify this need, what kind of feedback have you gotten from potential customers	
2	Business Description: what product or service you provide, where will your business exist, when will it happen; background on your ability or qualifications	1 / Poor 2 / Minimal 3 / Sufficient 4 / Above Average 5 / Excellent
3	Presentation: Poise, confidence, comprehension, quality and relevance of slides, ability to answer judge questions, proper attire, captures attention, within time limits, etc.	
4	Booth Display: Creative, neat, easy to understand, relates to the business, engages judges, etc.	