



# Stella Zhang New Venture Competition

Powered by the Merage School's Beall Center for Innovation and Entrepreneurship

		CONSUMER PRODUCTS JUDGING CRITERIA							
CATEGORIES & BENCHMARKS		EXCELLENT	VERY GOOD	GOOD	AVERAGE	POOR	MISSING	COMMENTS, QUESTIONS, RECOMMENDATIONS	
<b>PROBLEM</b>									
<i>the pain was clearly described AND demonstrates a real problem worth addressing</i>		5	4	3	2	1	0		
<b>SOLUTION</b>									
<i>the value proposition vis-à-vis the pain was clearly described, demonstrating significant value/benefit</i>		5	4	3	2	1	0		
<b>TARGET MARKET</b>									
<i>a clearly defined target market segment was identified AND linked specifically to the described problem</i>		5	4	3	2	1	0		
<b>COMPETITION</b>									
<i>a clear, sustainable and obvious competitive advantage(s) was clearly demonstrated</i>		5	4	3	2	1	0		
<b>BUSINESS MODEL</b>									
<i>how the venture will make money was clearly described through a model with superior potential for profitability</i>		5	4	3	2	1	0		
<b>GO-TO-MARKET PLAN</b>									
<i>a clear and logical path to market over a realistic timeframe was articulated</i>		5	4	3	2	1	0		
<b>FINANCIALS</b>									
<i>a clear, 3-5 year financial projection was shown with key assumptions/metrics</i>		5	4	3	2	1	0		
<b>TEAM</b>									
<i>the team will succeed based on their bios/capabilities and the requirements to launch the venture</i>		5	4	3	2	1	0		
<b>PRESENTATION</b>									
<i>the material was organized, thoughtfully developed and clearly presented in a professional, convincing manner</i>		5	4	3	2	1	0		
<b>Q &amp; A RESPONSES</b>									
<i>strong domain expertise and confidence strengthened the overall impression of their venture's potential</i>		5	4	3	2	1	0		