

FBV 21-22 Scoring Card for Business Plan Event



Category	Breakdown	Overall Points
Pitch Deck	Did the document highlight the main points of the team's in-depth business plan? Did it help you understand quickly whether their business idea is worth your time? Does it contain all the required elements? Did it contain enough information about their "Business strategy, Management team, Market Opportunity, Target Customer, Financial Summary" and get you interested in reading the full plan? Is it infographic and interesting to read?	15
Novelty	How creative and original is the business plan?	10
Content	Did the team clearly convey all the major information required about the "Company, Management and Organisation, Market and Competition, Product and Manufacturing, Marketing and Sales, Finance" etc.?	20
Finances	Are the key financial points like "amount and timing of needed funding, future needs, pay back and exit strategies, equity, company valuation etc." covered?	15
Demonstration and Structure	Did the teams present their Business Plan in a simple, easy to understand and quick way? Did they structure their content in the presentation properly and concluded in a good fashion? Good use of visual aids? Were the concepts presented in a logical order? Clarity and coherence of the content? Thoroughness of the ideas presented and the analysis?	15
Delivery	Are the speakers confident, clear, professional and disciplined?	10
Questions	Did the answer illustrate that the team truly understood the question and not bluffing? Is the team honest? Confident in answering the questions? Clarity of voice projection and appropriate volume? Did the presenters show enthusiasm and promote confidence?	10
General Impression	Overall Impression of the team? Would you invest in this team's business plan?	5
TOTAL POINTS:		100

BUSINESS JUDGING SCORING RUBRIC

Scores are determined using the below Rubric:

Rating	% Range	Description
Outstanding	90-100	Excellent and shows high calibre, innovative
Very Good	80-89	Excels, meets intent
Good	70-79	Above average but still lacking
Adequate	60-69	Average or Expected
Inadequate	50-59	Attempted but below expectation
Failed	0-49	Inadequate or no attempt

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Notes:

- To achieve a rating (Outstanding, Very Good, etc.), all description criteria must be satisfied, else the next lowest rating is to be given; e.g. drop to "Good" from "Very Good" if only achieving 3 out of 4 criteria.
- Judges can apply any percentage value within the range shown for the achieved rating, to grade performance and establish