



EVALUATION CRITERIA

After intensive trainings you are eligible to participate in final competition where a group of experts will decide about the winning idea according to the following criteria for the Evaluation of Burch Start Ups.

PRE PRESENTATION PHASE

<ul style="list-style-type: none">• Business Plan (20%) <p>Completed and emailed to Burch Start Up by Friday, December 15th</p>	Readable, brief, incorporates training topics, and includes all suggested sections (clear distinctive company mission, vision, able to attract future employees and sustain growth, SWOT Analysis, Product/Service and Operations description, Marketing and Sales Plan, Competitive Analysis, , Financial plan, Risk factors and risk mitigation plan)
<ul style="list-style-type: none">• Customer Discovery Business Model Canvas & Validation Board (5% each or 15%) <p>Completed and emailed to Burch Start Up by Wednesday, December 13th</p>	Survey results, customer interviews and feedback. What did you learn so far from potential customers? Filled out Business model canvas from the workshop. A write up of your validation process, and how you validated your riskiest assumptions, your prices, and customer your Unique value proposition?
<ul style="list-style-type: none">• Poster (15%) <p>Printed in color and submitted to the incubator by Tuesday, December 12th</p>	A1 Size, Visually appealing, Logo/Picture, Presentation of product/service, Targeted marketing messages, and Creativity.
<ul style="list-style-type: none">• Qualifications of the applicant/team (5%)	Knowledge, motivation for starting the business, previous work experience (CV) and/or demonstrated projects completed as a team (page 4 of Business Plan)
<ul style="list-style-type: none">• Example Metrics (10%)	Facebook page # of likes, twitter followers, collected emails of interested customers, Screenshots of mobile app, webpage or MVP or working prototype
<ul style="list-style-type: none">• Attendance (10%)	Minimum 75% attendance to the workshops

FINAL COMPETITION – December, 19th, Basement Auditorium

Top 10 will be selected as finalists and give their presentations in front of the panel of judges on December 19th (Rankings of Teams will be published until the end of the Competition).

PRESENTATION PHASE (25%)

Power Point presentation strictly 3 minutes

Ability to communicate idea clearly, anticipates and answers questions, and demonstrates knowledge about industry and their business model. (A presentation template to be provided prior to the Pitch Training Module on Monday, December 18th).

All who have attended Burch Start Up are invited to attend the Finals to support the favourite Team and receive participation certificates. Good luck from the **Burch Start Up Team**