

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	51	71	<div></div>	<div></div>	<div></div>
Preliminary Oral Presentation	31	52	<div></div>	<div></div>	<div></div>
Overall	82	60	<div></div>	<div></div>	<div></div>



Student: Cathy Qiu
School: Waterloo CI
Association: Ontario
Competitive Event: International Business Plan

Preliminary Written Entry					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One- to three-page summary of the project	✓	85	<div></div>	<div></div>	<div></div>
2. Analysis of the International Business Situation: . Description of economic, political and legal analysis; trade area and cultural analysis	✓	100	<div></div>	<div></div>	<div></div>
3. Problem: Description of the top three problems the product/service is addressing	✓	66	<div></div>	<div></div>	<div></div>
4. Customer Segments: Description of target customers	✓	100	<div></div>	<div></div>	<div></div>
5. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	✓	100	<div></div>	<div></div>	<div></div>
6. Solution: Description of the top three features of the product/service	✓	75	<div></div>	<div></div>	<div></div>
7. Channels: Descriptions of the pathways to customers	✓	75	<div></div>	<div></div>	<div></div>
8. Revenue Streams: Description of the revenue model and lifetime values	✓	80	<div></div>	<div></div>	<div></div>
9. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs	✓	83	<div></div>	<div></div>	<div></div>

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

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10.Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
11.Key Metrics: Explanation of the key activities that must be measured	✓	75	<div></div>	<div></div>	<div></div>	<div></div>
12.Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	✓	75	<div></div>	<div></div>	<div></div>	<div></div>
13.Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	75	<div></div>	<div></div>	<div></div>	<div></div>

Preliminary Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
2. Assess opportunities for venture creation	✓	75	<div></div>	<div></div>	<div></div>	<div></div>
3. Determine feasibility of venture ideas		50	<div></div>	<div></div>	<div></div>	<div></div>
4. Describe market-entry strategies for conducting business internationally	✓	75	<div></div>	<div></div>	<div></div>	<div></div>

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5. Evaluate risk-taking opportunities		50	<div></div>	<div></div>	<div></div>
6. Explain the complexity of business operations	✓	75	<div></div>	<div></div>	<div></div>
7. Determine relationships among total revenue, marginal revenue, output and profit	✓	80	<div></div>	<div></div>	<div></div>
8. Describe marketing functions and related activities	✓	80	<div></div>	<div></div>	<div></div>

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