

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	37	40	<div></div>	<div></div>	
Preliminary Oral Presentation	37	86	<div></div>	<div></div>	<div></div>
Overall	74	53	<div></div>	<div></div>	<div></div>



Student: Gary Kong
School: Kingston CVI
Association: Ontario
Competitive Event: Independent Business Plan

Preliminary Written Entry					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One- to three-page summary of the business model		60	<div></div>	<div></div>	<div></div>
2. Problem: List of the top three problems the product/service is addressing		40	<div></div>	<div></div>	
3. Customer Segments: Description of target customers		60	<div></div>	<div></div>	<div></div>
4. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		60	<div></div>	<div></div>	<div></div>
5. Solution: Description of the top three features of the product/service		66	<div></div>	<div></div>	<div></div>
6. Channels: Descriptions of the pathways to customers	✓	83	<div></div>	<div></div>	<div></div>
7. Revenue Streams: Description of the revenue model and life time values		60	<div></div>	<div></div>	<div></div>
8. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs		60	<div></div>	<div></div>	<div></div>
9. Detailed Financials: Projected income and expenses and proposed plan to meet capital needs		40	<div></div>	<div></div>	
10. Key Metrics: Explanation of the key activities that must be measured	✓	100	<div></div>	<div></div>	<div></div>

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

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

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Preliminary Written Entry

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11. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	✓	80	<div></div>	<div></div>	<div></div>	<div></div>
12. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	80	<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	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
3. Determine feasibility of venture ideas	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
4. Assess start-up requirements	✓	80	<div></div>	<div></div>	<div></div>	<div></div>
5. Evaluate risk-taking opportunities	✓	80	<div></div>	<div></div>	<div></div>	<div></div>
6. Explain the complexity of business operations	✓	80	<div></div>	<div></div>	<div></div>	<div></div>
7. Determine relationships among total revenue, marginal revenue, output and profit	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
8. Describe marketing functions and related activities	✓	100	<div></div>	<div></div>	<div></div>	<div></div>

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