

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	32	27	<div></div>	<div></div>	
Preliminary Oral Presentation	36	82	<div></div>	<div></div>	<div></div>
Final Written Entry	39	23	<div></div>	<div></div>	<div></div>
Final Oral Presentation	34	90	<div></div>	<div></div>	<div></div>
Overall	68	40	<div></div>	<div></div>	<div></div>



Student: Dennis Bae
School: Bayview SS
Association: Ontario
Competitive Event: Independent Business Plan

Preliminary Written Entry							Final Written Entry						
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One- to three-page summary of the business model		30	<div></div>				1. Executive Summary: One- to three-page summary of the business model	✓	50	<div></div>	<div></div>	<div></div>	
2. Problem: List of the top three problems the product/service is addressing	✓	80	<div></div>	<div></div>	<div></div>	<div></div>	2. Problem: List of the top three problems the product/service is addressing		33	<div></div>	<div></div>	<div></div>	
3. Customer Segments: Description of target customers	✓	80	<div></div>	<div></div>	<div></div>	<div></div>	3. Customer Segments: Description of target customers	✓	100	<div></div>	<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>		4. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		33	<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>		5. Solution: Description of the top three features of the product/service		33	<div></div>	<div></div>	<div></div>	
6. Channels: Descriptions of the pathways to customers		66	<div></div>	<div></div>	<div></div>		6. Channels: Descriptions of the pathways to customers		25	<div></div>	<div></div>	<div></div>	
7. Revenue Streams: Description of the revenue model and life time values		40	<div></div>	<div></div>	<div></div>		7. Revenue Streams: Description of the revenue model and life time values	✓	66	<div></div>	<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>		8. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs		50	<div></div>	<div></div>	<div></div>	
9. Detailed Financials: Projected income and expenses and proposed plan to meet capital needs		60	<div></div>	<div></div>	<div></div>		9. Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	✓	66	<div></div>	<div></div>	<div></div>	<div></div>
10.Key Metrics: Explanation of the key activities that must be measured		50	<div></div>	<div></div>	<div></div>		10.Key Metrics: Explanation of the key activities that must be measured		33	<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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	Met Prof	Intl %ile	NV	BE	ME EE
11. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		60	<div></div>	<div></div>	
12. Conclusion: Specific request for financing, summary of key points supporting the financial request		60	<div></div>	<div></div>	

Final Written Entry					
	Met Prof	Intl %ile	NV	BE	ME EE
11. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		33	<div></div>	<div></div>	
12. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	66	<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>
2. Assess opportunities for venture creation	✓	100	<div></div>	<div></div>	<div></div>
3. Determine feasibility of venture ideas	✓	100	<div></div>	<div></div>	<div></div>
4. Assess start-up requirements		60	<div></div>	<div></div>	
5. Evaluate risk-taking opportunities	✓	80	<div></div>	<div></div>	<div></div>
6. Explain the complexity of business operations	✓	100	<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	✓	100	<div></div>	<div></div>	<div></div>

Final 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	✓	66	<div></div>	<div></div>	<div></div>
2. Assess opportunities for venture creation	✓	75	<div></div>	<div></div>	<div></div>
3. Determine feasibility of venture ideas	✓	66	<div></div>	<div></div>	<div></div>
4. Assess start-up requirements	✓	100	<div></div>	<div></div>	<div></div>
5. Evaluate risk-taking opportunities	✓	75	<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	✓	75	<div></div>	<div></div>	<div></div>
8. Describe marketing functions	✓	100	<div></div>	<div></div>	<div></div>

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