













Category	Normal score	International %ile	low	mid	high
Preliminary Business Plan Proposal and Oral Presentation	56	15			
Overall	56	15			



Student: Annie Obnowlenny
School: Innisdale SS
Association: Ontario
Competitive Event: Start-Up Business Plan

Preliminary Business Plan Proposal and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One-page summary of the business model		40			
2. Problem: List of the top three problems the product/service is addressing		12			
3. Customer Segments: Description of target customers		14			
4. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		57			
5. Solution: Description of the top three features of the product/service		42			
6. Channels: Descriptions of the pathways to customers	✓	83			
7. Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin		44			
8. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and other additional costs		62			
9. Key Metrics: Explanation of the key activities that must be measured		62			
10. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	✓	77			

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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11. Conclusion: Specific request for financing, summary of key points supporting the financial request		75	<div></div>	<div></div>	<div></div>

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