

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	42	54	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Oral Presentation	32	65	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Overall	74	53	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>



Student: Matthew Paulin
School: Westmount CI (York)
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></div></div>		
2. Problem: List of the top three problems the product/service is addressing	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
3. Customer Segments: Description of target customers	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<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	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></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></div></div>		
6. Channels: Descriptions of the pathways to customers		50	<div><div></div><div></div><div></div></div>		
7. Revenue Streams: Description of the revenue model and life time values	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<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	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
9. Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
10. Key Metrics: Explanation of the key activities that must be measured	✓	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></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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Student: Matthew Paulin
School: Westmount CI (York)
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Competitive Event: Independent Business Plan

Preliminary 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		60	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<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>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<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	✓	75	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
2. Assess opportunities for venture creation		60	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
3. Determine feasibility of venture ideas	✓	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
4. Assess start-up requirements	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
5. Evaluate risk-taking opportunities		40	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
6. Explain the complexity of business operations	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<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>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
8. Describe marketing functions and related activities	✓	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

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