

| Category | Normal score | International %ile | low | mid | high |
|-------------------------------|--------------|--------------------|-------------|-------------|-------------|
| Preliminary Written Entry | 52 | 75 | <div></div> | <div></div> | <div></div> |
| Preliminary Oral Presentation | 35 | 73 | <div></div> | <div></div> | <div></div> |
| Overall | 87 | 72 | <div></div> | <div></div> | <div></div> |



Student: Garnet Delsey
School: Ancaster HS
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 | ✓ | 100 | <div></div> | <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> | <div></div> |
| 3. Problem: Description of the top three problems the product/service is addressing | ✓ | 66 | <div></div> | <div></div> | <div></div> | <div></div> |
| 4. Customer Segments: Description of target customers | ✓ | 100 | <div></div> | <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 | ✓ | 66 | <div></div> | <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> | <div></div> |
| 7. Channels: Descriptions of the pathways to customers | ✓ | 100 | <div></div> | <div></div> | <div></div> | <div></div> |
| 8. Revenue Streams: Description of the revenue model and lifetime values | ✓ | 80 | <div></div> | <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> | <div></div> |

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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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| 10.Detailed Financials: Projected income and expenses and proposed plan to meet capital needs | ✓ | 80 | <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 | ✓ | 100 | <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. Describe market-entry strategies for conducting business internationally | ✓ | 75 | <div></div> | <div></div> | <div></div> | <div></div> |

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| Preliminary Oral Presentation | | | | | |
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| | Met Prof | Intl %ile | NV | BE | ME EE |
| 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 | ✓ | 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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