

Category	Normal score	International %ile	low	mid	high
Preliminary Business Plan Proposal and Oral Presentation	86	76	<div><div></div><div></div><div></div></div>		
Final Business Plan Proposal and Oral Presentation	65	23	<div><div></div><div></div><div></div></div>		
Overall	86	76	<div><div></div><div></div><div></div></div>		



**Student:** Ashna Jain  
**School:** Guelph CVI  
**Association:** Ontario  
**Competitive Event:** Start-Up Business Plan

Preliminary Business Plan Proposal and Oral Presentation							Final Business Plan Proposal and Oral Presentation						
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One-page summary of the business model	✓	66	<div><div></div><div></div><div></div><div></div></div>				1. Executive Summary: One-page summary of the business model	✓	28	<div><div></div><div></div><div></div></div>			
2. Problem: List of the top three problems the product/service is addressing	✓	87	<div><div></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></div></div>			
3. Customer Segments: Description of target customers	✓	85	<div><div></div><div></div><div></div><div></div></div>				3. Customer Segments: Description of target customers	✓	50	<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	✓	85	<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	✓	60	<div><div></div><div></div><div></div><div></div></div>			
5. Solution: Description of the top three features of the product/service	✓	71	<div><div></div><div></div><div></div><div></div></div>				5. Solution: Description of the top three features of the product/service		42	<div><div></div><div></div><div></div></div>			
6. Channels: Descriptions of the pathways to customers	✓	83	<div><div></div><div></div><div></div><div></div></div>				6. Channels: Descriptions of the pathways to customers		20	<div><div></div><div></div><div></div></div>			
7. Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin	✓	88	<div><div></div><div></div><div></div><div></div></div>				7. Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin		40	<div><div></div><div></div><div></div></div>			
8. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and other additional costs	✓	87	<div><div></div><div></div><div></div><div></div></div>				8. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and other additional costs		50	<div><div></div><div></div><div></div></div>			
9. Key Metrics: Explanation of the key activities that must be measured	✓	100	<div><div></div><div></div><div></div><div></div></div>				9. Key Metrics: Explanation of the key activities that must be measured		50	<div><div></div><div></div><div></div></div>			
10. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	✓	88	<div><div></div><div></div><div></div><div></div></div>				10. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		62	<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.

Category	Normal score	International %ile	low	mid	high
Preliminary Business Plan Proposal and Oral Presentation	86	76	<div><div></div><div></div><div></div></div>		
Final Business Plan Proposal and Oral Presentation	65	23	<div><div></div><div></div><div></div></div>		
Overall	86	76	<div><div></div><div></div><div></div></div>		



<b>Student:</b>	Ashna Jain
<b>School:</b>	Guelph CVI
<b>Association:</b>	Ontario
<b>Competitive Event:</b>	Start-Up Business Plan

Preliminary Business Plan Proposal and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
11. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	100	<div><div></div><div></div><div></div><div></div></div>		

Final Business Plan Proposal and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
11. Conclusion: Specific request for financing, summary of key points supporting the financial request		50	<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.