

# Camino Real Venture Competition

## Judge's Evaluation

Team: \_\_\_\_\_ Judge Name: \_\_\_\_\_

### I. Written Business Plan (40%)

**Please evaluate the written business plan on the following aspects:**

(Using this rating system: 1 = very poor, 2 = poor, 3 = fair, 4 = adequate, 5 = good, 6 = very good, 7 = excellent)

In rating each of the areas, please consider the following questions:

- Is this area covered in adequate detail?
- Does the plan show a clear understanding of the elements that should be addressed?
- Are the assumptions realistic and reasonable?
- Are the risks identified and the ability to manage those risks conveyed?

2. **Executive Summary (5%)**

(Clear, exciting and effective as a stand-alone overview of the plan)

1    2    3    4    5    6    7

Comments/Questions \_\_\_\_\_  
\_\_\_\_\_

2. **Company Overview (5%)**

(Business purpose, history, genesis of concept, current status, overall strategy and objectives)

1    2    3    4    5    6    7

Comments/Questions \_\_\_\_\_  
\_\_\_\_\_

3. **Products or Services (10%)**

(Description, features and benefits, pricing, current stage of development, proprietary position)

1    2    3    4    5    6    7

Comments/Questions \_\_\_\_\_  
\_\_\_\_\_

4. **Market and Marketing Strategy (10%)**

(Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, sales/promotion)

1    2    3    4    5    6    7

Comments/Questions \_\_\_\_\_  
\_\_\_\_\_

5. **Operations (15%)**

(Plan for production / delivery of product or services, product cost, margins, operating complexity, resources required)

1    2    3    4    5    6    7

Comments/Questions \_\_\_\_\_  
\_\_\_\_\_

6. **Management (10%)**

(Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure, role of any non-student executive, which students will execute plan)

1    2    3    4    5    6    7

Comments/Questions \_\_\_\_\_  
\_\_\_\_\_

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**7. Summary Financials (10%)**

Presented in summary form and are easy to read and understand.

Consistent with plan and effective in capturing financial performance; Monthly for year 1, Quarterly for years 2-3, annually for years 4-5.

a. Cash Flow Statement	1	2	3	4	5	6	7
b. Income Statement	1	2	3	4	5	6	7
c. Balance Sheet	1	2	3	4	5	6	7
d. Funds Required/Uses	1	2	3	4	5	6	7
e. Assumptions/Trends/Comparatives	1	2	3	4	5	6	7

Comments/Questions \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**8. Offering (10%)**

(Proposal/terms to investors--indicates how much needed, the ROI, the structure of the deal, and possible exit strategies)

	1	2	3	4	5	6	7
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Comments/Questions \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**9. Viability (20%)**

(Market opportunity, distinctive competence, management understanding, investment potential)

	1	2	3	4	5	6	7
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Comments/Questions \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**10. Brevity and Clarity (5%)**

(Is the plan approximately 16 pages with minimal redundancy)

	1	2	3	4	5	6	7
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Comments/Questions \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Additional Comments**

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### II. Presentation (20%)

(Using this rating system: 1 = very poor, 2 = poor, 3 = fair, 4 = adequate, 5 = good, 6 = very good, 7 = excellent)

#### 1. Formal Presentation (50%)

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| a. Materials presented in clear, logical and/or sequential form.                                | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b. Ability to relate need for the company with meaningful examples, and practical applications. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c. Ability to maintain judges' interest.  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d. Quality of Visual Aids.  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

#### 2. Questions and Answers (50%)

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| a. Ability to understand judges' inquiries.                             | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b. Appropriately respond to judges' inquiries with substantive answers. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c. Use of time allocated (minimal redundancy).                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d. Poise and confidence (think effectively on their feet).              | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

#### Strengths of Presentation

#### Weaknesses of Presentation

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### III. Viability of Company (40%)

	Definitely No				Definitely Yes		
<b>1. Market Opportunity (20%)</b> (There is a clear market need presented as well as a way to take advantage of that need.)	1	2	3	4	5	6	7
<b>2. Distinctive Competence (20%)</b> (The company provides something novel/unique/special that gives it a competitive advantage in its market.)	1	2	3	4	5	6	7
<b>3. Management Capability (20%)</b> (This team can effectively develop this company and handle the risks associated with the venture.)	1	2	3	4	5	6	7
<b>4. Financial Understanding (20%)</b> (This team has a solid understanding of the financial requirements of the business.)	1	2	3	4	5	6	7
<b>5. Investment Potential (20%)</b> (The business represents a real investment opportunity in which you would consider investing.)	1	2	3	4	5	6	7

**Company Strengths**

**Company Weaknesses**

**Additional Comments**