MSU eWeek 2016 Judging Sheet

Team: _____ Team Lead: _____

Judges are to evaluate each team on the basis of **overall venture potential** and **viability**.

Description	No		Maybe	Yes	
Product / Service Definition *The product is complete and **clearly defined**, understood, and feasible. Contains **scalable core innovation**.*	1	2	3	4	5
Customer Understanding *There is a clear grasp of **who is the customer** and **evidence** presented of product interest.*	1	2	3	4	5
Revenue Model *The company has a **strong revenue strategy** and has shown evidence of embrace.*	1	2	3	4	5
Market Potential & Scale *There is a **large potential market** clearly identified that can be reasonably captured.*	1	2	3	4	5
Sales Channels and Path *A clear **path to reaching potential customers** exists and realistic sales plan has been established.*	1	2	3	4	5
Distinctive Advantage *The company provides something **novel**, unique, and/or special that gives it a competitive advantage.*	1	2	3	4	5
Grant Impact *Startup Grant would have **significant impact** on this business's viability and growth rate **in its current state**.*	1	2	3	4	5

TOTAL SCORE: _____ **/ 35**

In addition, judges will be asked to give the best and worst aspects of the pitches.

- **Scoring:** Each judge will complete a score sheet for each team, and each score sheet will be totaled by summing the points earned divided by the points possible to create a percentage out of 100. In other words, teams will not be penalized if a judge forgets to score a category. The judges score sheets will be averaged together to create a composite score for each team.

- **Winners:** Each competition will result in a 1st Place, a Runner Up, and a People's Choice. Teams will be ranked by their composite scores in order from highest to lowest. The top two start-ups are the *projected* winners; however, the judges will privately receive a list of the ranked composite scores and will have the opportunity to confirm or modify the scored rankings by unanimous decision. The judges are asked to select the business with the highest chance of impact / viability.