



NYBPC

New York's collegiate student
business plan competition

Judges' Scoring Rubric

Team: _____

Judge: _____

Track: _____

Presentation description/notes:

	1 - Poor	2 - Adequate	3 - Good	4 - Very Good	5 - Excellent
Market Opportunity: Clear market need and a plan to take advantage of the need.	1	2	3	4	5
Competitive Advantage: The product or service is something unique that has a protectable competitive advantage in the proposed market.	1	2	3	4	5
Management Capability: The team has the skills and experience to develop this venture and address the associated risks.	1	2	3	4	5
Financial Understanding: The team has a solid understanding of the financial requirements of the venture	1	2	3	4	5
Roadmap/Growth Strategy: The team has engaged in short and long-term planning and has considered strategies for growth.	1	2	3	4	5
Sustainable Business Model: The team understands and can communicate their core business model. They are most likely to develop a sustainable venture.	1	2	3	4	5
TOTAL					



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Feedback for Team: