

Business of Humanity® New Venture Competition

Team and Presentation Name: _____

| | Poor | | Adequate | | Excellent |
|--|------|---|----------|---|-----------|
| 1. Value Proposition (The value proposition is realistic, evocative and effectively addresses the market opportunity.) | 1 | 2 | 3 | 4 | 5 |
| 2. BoH Market Opportunity (The market opportunity comes from a gap in the marketplace, environmental trend or issue/problem that possesses BoH characteristics and demonstrates potential demand.) | 1 | 2 | 3 | 4 | 5 |
| 3. Target Market (Effectively identifies target market demographics with size and growth rate.) | 1 | 2 | 3 | 4 | 5 |
| 4. Elements of Humaneness (Demonstrates elements of humane characteristics such as safety, integrity, diversity, gender equality, social sustainability, ergonomics, good design and/or environmental sustainability.) | 1 | 2 | 3 | 4 | 5 |
| 5. Alliance Network (Potential partnerships for ensuring needed competencies, resources, community/market access and ongoing innovation.) | 1 | 2 | 3 | 4 | 5 |
| 6. Business Model (Realistic model of revenue/cost/profit that can motivate investors.) | 1 | 2 | 3 | 4 | 5 |
| 7. Presentation (Clear, logical and persuasive; answered questions well.) | 1 | 2 | 3 | 4 | 5 |
| 8. OVERALL EVALUATION | 1 | 2 | 3 | 4 | 5 |

Comments

Strengths:

Weaknesses:

Judge: _____