



Judges Scoring Sheet

The judges will be given the following scoring sheets to evaluate your plan and presentation. These forms as well as feedback from the judges will be mailed to all participants one month after the competition.

Rating system: 1=Excellent, 2=Very Good, 3=Good, 4=Adequate, 5=Fair, 6=Poor, 7=Very Poor								
Written Evaluation		Excellent						Very Poor
I.	Executive Summary (Clear, exciting, and effective as a standalone overview of the plan)	1	2	3	4	5	6	7
II.	Description of Business (Description features, and benefits, pricing, current stage of development, proprietary position)	1	2	3	4	5	6	7
III.	Market Analysis (Description of market, competitive analysis, unique capabilities, sales/promotion)	1	2	3	4	5	6	7
IV.	Management (Backgrounds of key individuals, ability to execute strategy, personnel needs, organization structure)	1	2	3	4	5	6	7
V.	Financials (Presented in a easy to read and understandable format)	1	2	3	4	5	6	7
VI.	Overall Assessment of Written Plan (Is this plan clear and compelling?)	1	2	3	4	5	6	7

Presentation Evaluation		Excellent						Very Poor
I.	Presentation (Materials presented in a clear, logical, and sequential form).	1	2	3	4	5	6	7
II.	Delivery (How well did the speaker introduce business idea).	1	2	3	4	5	6	7
III.	Interest (Ability to maintain judge's interest).	1	2	3	4	5	6	7
IV.	Visual Aids (Quality of visual aids).	1	2	3	4	5	6	7
V.	Professionalism (Was the presenter(s) dressed professionally? Was poise and confidence exhibited?)	1	2	3	4	5	6	7
VI.	Question & Answers (Appropriately respond to judges inquires. Think effectively on their feet).	1	2	3	4	5	6	7



AIBL2010

NATIONAL BUSINESS & LEADERSHIP CONFERENCE

APRIL 8-10, 2010

Fond du Lac Tribal & Community College
Conference | Cloquet, Minnesota

Black Bear Casino Resort
Host Hotel | Carlton, Minnesota