



Student Name(s):

School District:

Business Name:

No Evidence	Unclear Evidence	Minimal Evidence	Adequate Evidence	Maximum Evidence	Perfect Evidence
0	1-25	26-50	51-75	76-99	100

Judging Criteria	Notes	0-100
<p>Feasibility:</p> <ul style="list-style-type: none"> • Viable idea? • Well explained Product or Service? • Possible to create and distribute? • How convinced are you that <i>they could do it</i>? 		
<p>Marketability:</p> <ul style="list-style-type: none"> • Will <i>someone</i> buy this Product or Service? • Is there a clear Target Market? • Is the size of the market adequate? • How are they different from competitors? • Can they reach their target market? 		
<p>Profitability</p> <ul style="list-style-type: none"> • Does that target market have the financial capacity to purchase their idea? • How will you make money? • Very serious: Do you believe that this idea CAN make money? 		
Quality of presentation		
Overall Score and Rank		

Additional Comments:

Suggestions and areas to address: