

YEP - Final Presentation Scoring Sheet

Judge: _____

Total:

Product or Company Name: _____

Phase III

Points
Possible

Three to five minute presentation:

/100

The Product

- Business product or service is creative and original and shows feasibility.
 - Explanation of the product or services unique selling position?
 - Clear communication of key parts of the business concept described
- /25

The Money

- How do you make money from your product or service?
 - What is the profit potential?
 - What will be the initial investment, and why? (start-up cost, materials)
 - What is the cost to produce? (labor, materials)
- /20

The Market

- Who is their target market? (Demographic, Geographic)
 - Where will they be selling their product or service?
 - (online, storefront, catalog)
 - What foreign county and how will they sell their product or service?
- /20
- How will they promote and advertise their product or service?
 - (Social Media, Print, Planning)
 - How will the product be branded?
 - (look and feel, positioning)

The Future

- Did they explain their next step for the business? (growth plan)
 - How will the product be protected? (copyright, trademark)
- /15

The Look

- An enthusiastic delivery. You must make a connection with the audience and hold their attention.
 - Ability to convincingly demonstrate the opportunity
 - Ability to answer questions and defend plan
 - Graceful closing with call to action
 - Believable and likeable presentation -- General presentation skills
 - Maintains professionalism throughout
- /15

Time _____ Presentation between 3 to 5 minutes

Recommended deduction for under 3 minutes or over 5 minutes **if** timing issues impacted the quality of the presentation. Judges, please come to a consensus for a standard deduction should a deduction be given.

0 - 2 min = -15

2:01 to 2:59 = -10

5:01 to 5:30 = -10

5:31 to 6:00 = -15

After 6:01 presentation will be stopped

/-15

Comments by judges: