



Participant: _____

Assessment Area	Total Possible Points	Points Awarded	Notes
Introduction: <ul style="list-style-type: none"> ● Name of presenter ● Their nation ● Business or CBO/NGO track ● Name of business/ CBO/NGO 			
Basic idea: <ul style="list-style-type: none"> ● Description of the business/CBO/NGO ● Describe the product(s) or services/programs to be provided 			
BUSINESS: Market Research <ul style="list-style-type: none"> ● Who are the target customers? ● Why do they need this product/service? ● How is this business different from others in the community now? 			
CBO/NGO: Needs Assessment <ul style="list-style-type: none"> ● Who are the beneficiaries? ● How many beneficiaries will be supported in year 1? ● How is this CBO/NGO different from other support opportunities in the community now? 			
Mission statement <ul style="list-style-type: none"> ● Short and direct mission statement. 			
SMART Goals <ul style="list-style-type: none"> ● A SMART goal for year 1 was defined with all aspects (specific, measurable, achievable, relevant and time-bound). 			
SWOT Analysis			



ONLINE ACADEMY

<ul style="list-style-type: none"> ● 1 strength ● 1 weakness ● 1 opportunity ● 1 threat ● 1 way to mitigate the weakness or threat 			
<p>Finance - Budgeting <u><i>*All amounts should be in USD.</i></u></p> <ul style="list-style-type: none"> ● Total year one start-up cost. ● What are 3 monthly recurring expenses? ● What sources of start-up funding do you have/will you seek? 			
<p>Human Resources</p> <ul style="list-style-type: none"> ● Name 2 positions that will support year one implementation. ● How will these people be recruited? ● Will they be paid, stipended, volunteers? 			
<p>Branding</p> <ul style="list-style-type: none"> ● What will set the visual branding of this business/CBO/NGO apart? ● What image does the business/CBO/NGO want to project to the world? 			
<p>Measurement & Evaluation</p> <ul style="list-style-type: none"> ● Provided 2 metric examples and when they would be measured and documented. ● CBO/NGO: Indicated if a pre-and post-knowledge survey would be implemented. ● Business: Discussed targets related to finances. 			
<p>Overall Presentation</p> <ul style="list-style-type: none"> ● Video is 3 min or less ● Presenter was loud and clear 			



ONLINE ACADEMY

<p>(do not take off points for accents)</p> <ul style="list-style-type: none"> The objective of pitching a business, CBO or NGO was achieved. 			
<p>Realistic</p> <ul style="list-style-type: none"> Did the pitch convince you that this is a realistic and well-developed plan? <p>0 - No, not realistic. 1 - Somewhat. The plan needs to be more focused. 2 - Yes. Realistic with a good plan. 3 - Yes. Realistic with excellent level of detail.</p>			
<p>Total Score</p>			