



Participant: _____

Judge: _____

Assessment Area	Total Possible Content Points	Bonus Points for Exceptional Content	Judges: 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 	3			
Basic idea: <ul style="list-style-type: none"> Description of the business/CBO/NGO Describe the product(s) or services/programs to be provided 	2	+1		
BUSINESS ONLY: 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? 	Business: 3	+1		
CBO/NGO ONLY: 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? 	CBO/NGO: 3	+1		
Mission statement <ul style="list-style-type: none"> Short and direct mission statement Supports purpose and goals of business/organization 	2	+1		



<p>SMART Goals</p> <ul style="list-style-type: none"> • A SMART goal for year 1 was defined with all aspects: • Specific • Measurable • Achievable • Relevant • Time-bound 	5	+1		
<p>SWOT Analysis</p> <ul style="list-style-type: none"> • 1 strength • 1 weakness • 1 opportunity • 1 threat • 1 way to mitigate the weakness or threat 	5	+1		
<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? 	3	+1		
<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? 	3	+1		
<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? 	2	+1		



Measurement & Evaluation <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. 	2	+1		
Overall Presentation <ul style="list-style-type: none"> • Video is 3 min or less • Presenter was loud and clear (do not take off points for accents) • The objective of pitching a business, CBO or NGO was achieved 	3	+3		
Realistic <ul style="list-style-type: none"> • Did the pitch convince you that this is a realistic and well-developed plan? 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. 	3	-		
Judge's Score				
Total Possible Points	36	+12 bonus	48	