



Trawsnewid Addysg . . . Trawsnewid Bywydau *Transforming Education . . . Transforming Lives*

Business Name _____ Date _____

Business Overview	/ 20
<i>Has the product/service been clearly defined? Is there a clear value proposition – what is being offered or what need is being met? Is there a clear Vision, Mission and business aims? Is the concept viable?</i>	
Market Research	/ 15
<i>Has the target market been clearly defined – which market segment is the product/service aimed at; how is it being positioned in relation to the competition? Are there any barriers to entering the market? Have stakeholders and partners been clearly identified?</i>	
Operations	/ 15
<i>Have team roles and responsibilities been considered? Have the key resources been identified e.g. equipment, facilities, skills and expertise? Have health & safety procedures been considered? Have suppliers been identified?</i>	

Financial Overview	/ 15
<i>What is the pricing model? Have all the costs involved with developing and marketing the product/service been identified? What sources of capital/funding have been identified? Has the break-even point been calculated? What is the financial forecast or expected profit & loss for the first year?</i>	
Sales and Marketing	/ 15
<i>Have clear sales and marketing channels been identified? How is the marketing mix being manipulated? What measures are being proposed to launch and promote the product/service? How will customer expectations be managed? What systems will there be in place to manage customer information? Has a logo and/or any other branding been developed or planned for?</i>	
Presentation Skills	/ 20
<i>Do the slides look professional? Is all the content relevant and clear? Do the slides follow a logical order? Were there any technical issues? Did the group function well as a presentation team? How did the group perform during the Q&A session? Was the number of slides used appropriate? Was the presentation completed in the time available?</i>	
Overall Group Score	/ 100

Individual Presenter Scores

Consider for example:

Did they maintain eye contact with the audience or were they reading off cue cards or the screen too much? Did they appear to have a good grasp of the information and concepts they were presenting? Did they speak clearly and authoritatively? Did they respond to any questions during the Q&A session? Were they enthusiastic and convincing?

Name & Score	Comments
/ 100	
/ 100	
/ 100	
/ 100	
/ 100	

