

		Score
Product Viability	Have they identified a target market to sell their product to? Does their product have the potential to be successful?	/5
Unique selling point	Is there a clear USP? Does this actually make their product different from others already in the market?	/5
Vision	Does the Business have a vision of where they are going? Does their business plan show thorough investigation?	/5
Communication	Is the group appealing to the entire audience? Has their language both verbal and nonverbal been completely appropriate to the purpose?	/5
Presentation	Has their presentation been clear and concise? Have they demonstrated stage presence and made their presentation interesting?	/5
Business plan	Is their business plan thorough and detailed? Have they explained and given a description for all five sections of the business plan?	/5
		/30