

Enterprise Challenge TRADE SHOW

judging criteria

CATEGORY	JUDGING CRITERIA	POINTS
	Did the contestant:	
Approach & Needs Identification	Provide a professional introduction (0 to 5 points)	/ 5
	Gain attention and build rapport (0 to 5 points)	/ 5
	Smoothly transition into needs identification (0 to 5 points)	/ 5
	Ask effective questions to understand your interest or need for the product (0 to 5 points)	/ 5
	Did the contestant:	
Presentation	Persuasively match the product/service benefits to meet your needs as the buyer (0 to 10 points)	/ 10
	Display a strategy to communicate and persuade (0 to 5 points)	/ 5
	Use appropriate visual aids, demonstrations, etc. (0 to 5 points)	/ 5
	Did the contestant:	
Overcoming Objections	Restate, clarify, or allow you to clarify your questions concerns (0 to 10 points)	/ 10
	Eliminate questions and concerns to your satisfaction (0 to 10 points)	/ 10
	Did the contestant:	
Closing	Confirm that the questions concerns were no longer an issue (0 to 5 points)	/ 5
	Present a revised persuasive reason for buying (0 to 5 points)	/ 5
	Made a professional ask for business or another appropriate commitment (0 to 10 points)	/ 10
	Did the contestant:	
Communication Skills	Demonstrate effective communication skills (active listening, rephrasing, clarifying questions, probed for understanding, etc. (0 to 10 points)	/ 10
	Display appropriate body language, enthusiasm, and confidence (0 to 10 points)	/ 10

100 points

Enterprise Challenge

FINAL PRESENTATION

judging criteria

CATEGORY	JUDGING CRITERIA	POINTS
	Does the pitch describe:	
Business Opportunity	The problem the business is solving and its distinctive solution (0-5 points)	/ 5
	The competitive landscape the business operates in (0-5 points)	/ 5
	The target market (0 to 5 points)	/ 5
	How funding will allow the business to reach its goals (0 to 5 points)	/ 5
	Does the pitch describe:	
Sales and Marketing	How the business will get products or services to market (0 to 10 points)	/ 10
	How the business will attract customers and build interest (0 to 10 points)	/ 10
	Do the financials:	
Financial Projections	Provide realistic, expense forecasts for its industry (0 to 5 points)	/ 5
	Provide realistic, revenue forecasts for its industry (0 to 5 points)	/ 5
	Demonstrate the ability of the business to be profitable and sustainable (0 to 10 points)	/ 10
	Do the milestones:	
Milestones	Describe the steps that need to happen to keep the business on track (0 to 10 points)	/ 10
	Present a timeframe that could reasonably be achieved (0 to 10 points)	/ 10
	Do the team members and partners:	
Team and Partners	Have the backgrounds and skills to achieve the milestones (0 to 10 points)	/ 10
	Represent the leadership cross section needed for this type of industry (0 to 10 points)	/ 10

100 points