

## *COBI Business Plan Judges Score Sheet*

Team/Business Name:			
		Points	Notes
Product or Service Description	<ul style="list-style-type: none"> <li>Provide a clear description of the product or service.</li> <li>Explain the features of the product or service.</li> </ul>	/5	
Needs Addressed	<ul style="list-style-type: none"> <li>Describe the problems faced by customers that will be solved by the product/service</li> <li>Explain how the technology is being uniquely applied to solve the needs of the target market</li> </ul>	/10	
Value Proposition	<ul style="list-style-type: none"> <li>Describe how it is different or innovative from what exists in the market today, new features or functions it offers that currently are not available, benefits the target customers will receive as a result of the features or functions.</li> </ul>	/10	
Current State of Technology	<ul style="list-style-type: none"> <li>Discuss where it is in the development phase</li> <li>Identify the steps needed to get to a prototype</li> </ul>	/10	
Intellectual Property (IP) Protection	<ul style="list-style-type: none"> <li>Describe status of patents (if applicable), including who owns them and the licensing terms.</li> <li>Include discussion of copyrights and trademarks.</li> <li>Be careful not to disclose anything proprietary not yet patented.</li> </ul>	/10	
Barriers to Entry	<ul style="list-style-type: none"> <li>Discuss obstacles that may be encountered when trying to enter the market with this product/service</li> </ul>	/5	
Target Customers	<ul style="list-style-type: none"> <li>Identify the target market segment</li> <li>Discuss entry into the market and growth strategy</li> <li>Provide a description of the customers and what will drive them to your product</li> </ul>	/10	
Estimated Total Size of Customer Group	<ul style="list-style-type: none"> <li>Discuss the size of the total market along with its growth</li> <li>Identify trends that will help sustain the market over time</li> </ul>	/5	
Key partners	<ul style="list-style-type: none"> <li>Identify who are the potential key partners in your venture i.e. suppliers, financial institutions customers</li> </ul>	/5	
Current Competitors	<ul style="list-style-type: none"> <li>Describe who they are and their strengths</li> <li>Identify their weaknesses that can be exploited</li> <li>How is product/service different and better than competitive offerings</li> </ul>	/10	
Cost Structure	<ul style="list-style-type: none"> <li>What are the most important costs inherent in your business model?</li> <li>Which Key Resources are most expensive?</li> <li>Which Key Activities are most expensive?</li> </ul>	5/	
Use of Funds	<ul style="list-style-type: none"> <li>Describe milestones and timeframe</li> <li>Outline how much money it will take to achieve each milestone</li> <li>Provide a detailed venture schedule</li> </ul>	/15	
Total		<b>/100</b>	
<b>Overall Notes:</b>			