

Application Sample:

Teams will present their business plan to the judges. The presentation will be 10 mins long ( 5 mins presentation and 5 mins for Q & A). Teams have to submit a copy of the executive summary of business plan by the deadline and bring a copy of their planned power point presentation in a usb drive, on the date of the presentation itself. Teams will be mailed their presentation time slots, and must report at the venue at least 15 mins before their slot.

Guidelines for the Presentation:

There are no hard and fast rules on your presentation. In general, make sure your strongest points are said early and often. You will only have 10 minutes to make a big impression. The long Q&A session ought to make sure the judges have a solid understanding of your plan.

Please send 1 to 2 page summary outlining information below:

Company / Team Name Mailing Address Telephone Number
Team Members Name Title at Company E-mail Address Student Status <i>Please list all participants who contributed to the Business Idea. Attach additional sheets if necessary.</i>
Business Description
What is the problem? Why this product now?
What is the value proposition?
Product / Technology Overview
Potential Addressable Market Size
Competitive Products or Solutions

**Competition Criteria:**

**Judge's Scoring Sheet- Round 2**  
**2012 EIPBN Challenge**

Team Name: \_\_\_\_\_ Judge Name: \_\_\_\_\_

Category	Score	Comments
Market Opportunity/ Customer Problem (or unmet needs)	/5	
Concept/ Solution	/5	
Market Size (in the next 1-5 yrs)	/5	
Business Model (key costs and sustainable sources of revenue)	/5	
Marketing/Distribution (GTM, Channel partners, etc.)	/5	
Team (Member qualifications, advisors, etc.)	/5	
Risks (technology, market, team, financial)	/5	
Financial (Preliminary projections, VC funding amount, etc.)	/5	
Other (Environmental impacts, team diversity, patents, outsourcing, etc.)	/5	
Total		