

TEAM NAME		*Insert Team Name*			
PRESENTATION SCORING					
SCORING LEGEND (1 - Needs Improvement; 2 - Satisfactory, 3 - Good, 4 - Exceptional)					
Creativity & Originality					
	4	3	2	1	SCORES
Innovation	Groundbreaking idea with exceptional originality and potential to disrupt the market	Unique idea and a significant improvement from existing solutions available in the market	Generic idea but adds minor enhancements to current solutions	Minimal originality, and effort to differentiate from current solutions	0
Marketing	Original, well-researched marketing strategy proven to effectively engage target audience	Marketing effort is creative, and well structured, reaching target market	Marketing effort exists but lacks depth or does not effectively engage target market	Marketing efforts are underdeveloped or non-existent	0
Delivering Value	Creative and conveys value along with a value proposition Delivers unique value not filled by other competitors in the market	Dynamic and delivers value along with a value proposition	Effective but lacks justification of value	Lacks justification of value	0
<i>Comments [OPTIONAL]:</i>					
Feasibility & Effectiveness					
	4	3	2	1	SCORES
Real-world potential	Demonstrates outstanding potential to succeed in the real world and provides clear path for scalability	Potential succeeding in the real-world, with feasible path for growth	Little potential succeeding in the real world, or plan for scalability is infeasible or not well thought out	No potential of succeeding in the real world, with no consideration for growth	0
Mitigation of Risks	Potential risks address comprehensively with detailed mitigation strategies to manage and minimize them	Key risks clearly identified with mitigation strategies identified to reduce them	Some risks identified, but does not properly address mitigation strategies	No acknowledgement of risks or mitigation	0
Profitability	The business demonstrates outstanding profitability with well-presented financial breakdown, sustainable margins, and impressive profit generation.	The business shows strong profitability with costs justified, sustainable margins, and substantial profit generated	The business has generated profit, but costs lack proper justification, or lacks profitable margins, impairing financial clarity	Financial breakdown was insufficient or non-existent; or no profit was generated by the business	0
Challenges Tackled	Students effectively address significant challenges with innovative and well-thought out solutions	Students clearly acknowledged their challenges and provided practical solutions to how they overcame them	Some challenges acknowledged but provides little evidence of impact or does not mention how they overcame them	Students failed to acknowledge challenges and lack results of impact	0
<i>Comments [OPTIONAL]:</i>					
Level of Social Impact					
	4	3	2	1	SCORES
Theme Alignment	Strong alignment with the theme and addresses multiple elements of the theme or takes an innovative approach	Clearly addressed the chosen element of the theme and was integrated well	Theme was followed but not well-integrated or lacked coherence of specific focus	Theme was not followed	0
Identified Problem Impact	Clearly identified a need in the market for product that links a global issue. Chose a problem not commonly addressed by other businesses	Clearly identifies a market need for the product and demonstrates a solid connection to a global issue	Identified a problem solved by the business, but does not show a relation to a market need or global issue	Failure to identify a problem or a market need for their product	0
Solution (Business Product/Service) Impact	The business effectively identifies a significant market need for the solution and provides a thorough and innovative connection to a global issue	Clearly identifies a market need for the solution and demonstrates a solid connection to a global issue	Identification of a market need and global issue for the solution is present but lacks depth; or business fails to address one of the components clearly	Failure to identify how the business's solution addresses a clear market need and a relevant global issue	0
<i>Comments [OPTIONAL]:</i>					

Presentation & Professionalism					
	4	3	2	1	SCORES
Overall Quality	Visual aids are flawless in design, creative, and left a long lasting impression on the audience Presentation completed within the time limit	Presentation is highly well-made with supporting visuals or graphics effectively convey key insights and understandings Presentation completed within the time limit	Presentation is moderately effective at conveying key points and some supporting visuals are shown Presentation is partially completed within the time limit (need to be cut off)	Presentation is underwhelming, with visual aids either confusing or not shown Presentation is not completed within the time limit - continued after cut off	0
Clarity and Flow	Presentation has excellent structure, easy to follow and information conveyed is impactful to the audience	Presentation is clear and easy to follow along with logical flow between sections	Presentation lacks some clarity, some difficulty following along, transitions may be smoother	Presentation is poorly structured with disjointed flow and difficulty understand key points	0
Professionalism	Presentation goes above and beyond to ensure professionalism through every interaction with judges	Presentation uses professional language, has good posture, and demonstrates business-acumen	Presentation is professional but lacks formality or demonstrates lack of knowledge	Presentation lacks professionalism overall	0
Audience Engagement	Presentation is dynamic and interactive	Presentation is consistently engaging and presentation is easily understandable	Presentation is occasionally engaging at times	Presentation is dull and minimal effort is shown to engage the audience	0
<i>Comments [OPTIONAL]:</i>					
Q&A					
	4	3	2	1	SCORES
Response Quality	Responses are insightful, demonstrating a thorough understanding of the product/service. Answers are well-articulated, and directly address the questions with relevant details and examples.	Responses to questions are structured and demonstrate strong product/service knowledge, additional context could have been given to enhance response	Responses are adequate but lacks demonstration of knowledge or answer given is quite vague	Responses demonstrate little product/service knowledge, answers may be incomplete or unclear	0
Team Dynamics	The team maintained high energy and professionalism. All questions answered with confidence. Team worked together seamlessly, with no single member answering the brunt of the questions	The team worked together to maintain consistent energy and professionalism during the question period, continued to engage the audience	The team occasionally showed enthusiasm when answering questions, may appear uncoordinated or unprepared at times of the Q&A session	The team lacks enthusiasm when answering the questions, and appeared unprepared	0
<i>Comments [OPTIONAL]:</i>					
TOTAL [presentation]					
0					
<i>FEEDBACK (MANDATORY)</i>					
BUSINESS PROPOSAL SCORING					
Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Poor (1)	SCORES
Business Description	Thoroughly describes the business, its mission, vision, and unique selling proposition.	Provides a detailed description of the business with clear mission and vision statements.	Offers a basic description of the business but lacks depth in mission and vision.	Fails to provide a clear business description.	0

Feasibility and Viability	Clearly demonstrates the feasibility and viability of the business idea, addressing potential challenges and risks.	Presents a convincing case for the feasibility and viability of the business idea, addressing some challenges and risks.	Provides a basic assessment of feasibility and viability but lacks depth or detail.	Fails to adequately address the feasibility and viability of the business idea.	0
Financial Projections	Presents realistic & fundamentally strong basic financial projections, including net income, startup costs and break-even analysis.	Provides solid financial projections with realistic estimates and a break-even analysis.	Offers basic financial projections with some realism but lacks detail.	Fails to provide clear and realistic financial projections.	0
Connection to Theme (Possible frameworks: UN SDGs, SEE Model, Circular Economy)	Detailedly illustrates with nuance how the business proposal aligns with social impact and sustainability through a sustainability framework	Demonstrates a clear connection between the business proposal through a sustainability framework	Provides a basic connection of their business to sustainability and social impact	Fails to clearly illustrate how the business proposal aligns with sustainability and social impact	0
Presentation and Format	The proposal is well-organized, visually appealing, and free of errors. It follows a logical structure with appropriate headings and formatting.	The proposal is organized, visually clear, and mostly free of errors. It follows a logical structure with appropriate headings and formatting.	The proposal is somewhat organized and visually clear but may contain some grammatical or spelling errors.	The proposal is poorly organized, visually unappealing, and contains numerous grammatical or spelling errors	0
TOTAL [business proposal]					0
FEEDBACK (MANDATORY)					
Presentation Deductions: Assessed by the Ennovate Team					
Memorization	- 2 points for overreliance on cue cards and script - only applied during extreme circumstances				
Professionalism Deductions	- 1 point per infraction: unprofessional attire, inappropriate language used in presentation and Q+A, unprofessional audience etiquette				
Overtime	- 1 point per minute of overtime (timer will cut you off, overtime clock will begin if Q+A runs over 3 - minute period)				
Late slide submissions	- 2 points per 12 hour period after submission deadline, may be waived on a case by case basis (technical difficulties, extenuating circumstances, etc)				
Late Team Arrival	- 2 points if not all presenters are in the room during their pitch time (may be waived if given adequate notice)				
Business Proposal Deductions: Assessed by the Ennovate Team					
Page Length	- 2 points: proposal is not one-page long				
Late proposal submissions	- 2 points per 12 hour period after submission deadline, may be waived on a case by case basis (technical difficulties, extenuating circumstances, etc)				
TOTAL [Deductions]					0
TOTAL TEAM SCORE					0 /84