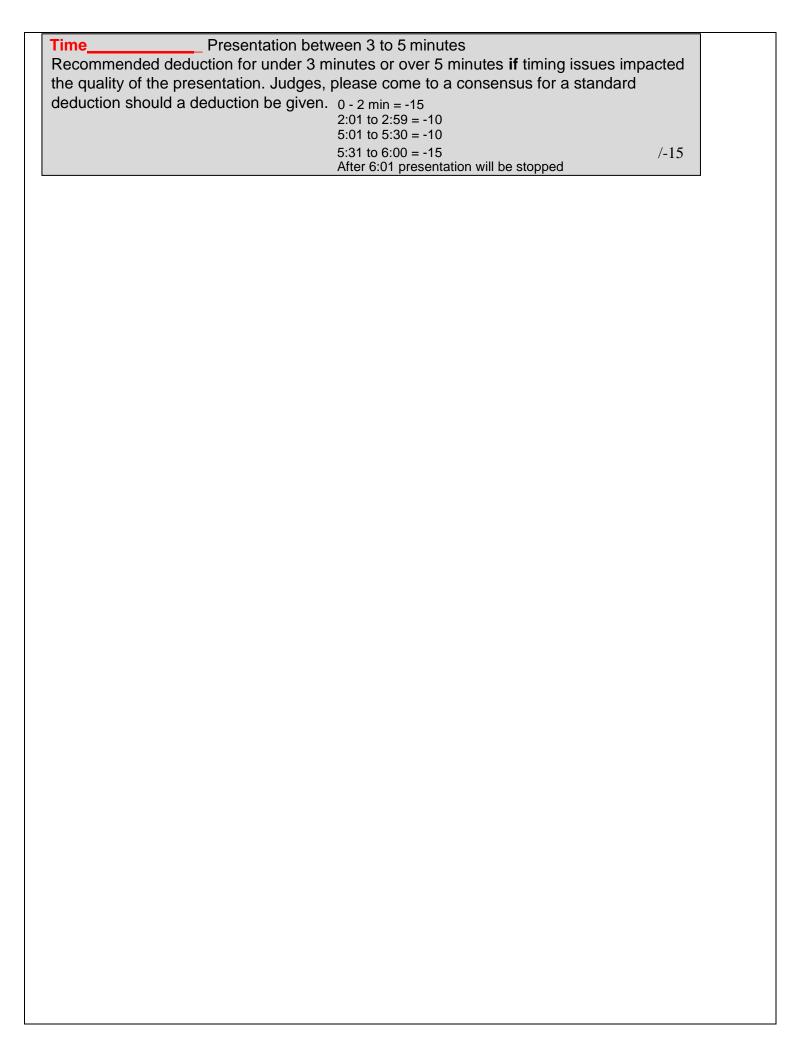
YEP - Final Presentation Scoring Sheet	m . 1
Judge:	Total:
Product or Company Name:	
Phase III	Points
Three to five minute presentation:	Possible /100
The Product	/100
<ul> <li>Business product or service is creative and original and shows feasibility.</li> <li>Explanation of the product or services unique selling position?</li> <li>Clear communication of key parts of the business concept described</li> </ul>	/25
<ul> <li>he Money</li> <li>How do you make money from your product or service?</li> <li>What is the profit potential?</li> </ul>	
<ul> <li>What will be the initial investment, and why? (start-up cost, materials)</li> <li>What is the cost to produce? (labor, materials)</li> </ul>	/20
The Market  Who is their target market? (Demographic, Geographic)  Where will they be selling their product or service?  (online, storefront, catalog)  What foreign county and how will they sell their product or service?  How will they promote and advertise their product or service?  (Social Media, Print, Planning)  How will the product be branded?  (look and feel, positioning)	/20
<ul> <li>The Future</li> <li>Did they explain their next step for the business? (growth plan)</li> <li>How will the product be protected? (copyright, trademark)</li> </ul>	/15
The Look  ☐ An enthusiastic delivery. You must make a connection with the audience and hold their attention.  ☐ Ability to convincingly demonstrate the opportunity  ☐ Ability to answer questions and defend plan  ☐ Graceful closing with call to action  ☐ Believable and likeable presentation General presentation skills  ☐ Maintains professionalism throughout	/15



Comments by judges:	