

# Concept Phase Evaluation

Team #

W=Weak  
 BA=Below Average  
 A=Average  
 AA=Above Average  
 E=Excellent

*Each performance area is rated on a five point scale*

CATEGORY	W	BA	A	AA	E
<b>Defining Business Opportunity</b>					
▪ What is Business Opportunity/Market Need?					
▪ What is Product/Service and how meet Need?					
▪ Is Technology feasible?					
▪ What is Target Market – Size & Characteristics?					
<b>Defining the Industry</b>					
▪ What is the industry in which your business will compete?					
▪ Who are the existing players in the industry, and who might be potential players?					
▪ What is your competitive advantage in this industry?					
<b>Creating a Viable Business</b>					
▪ How will you bring this idea to market?					
▪ How will the business make money? Identify your revenue model (i.e. licensing fees, direct sales to customer, advertising, etc.)					
<b>Identifying Critical Issues to Resolve</b>					
▪ What are the critical issues to resolve as you move forward in your business planning process?					

Please put a check mark or X in the appropriate column for each of the bulleted categories above, regarding how well they answered the questions.

Also, please rank this business concept relative to the others you are reviewing for this competition (helps eliminate ties). **1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>** \_\_\_\_\_

**Comments/Suggestions for Improvement** (Feedback for students)