



Online Judging Guide

Overview

e-Fest® is the undergraduate business competition designed to inspire the entrepreneurial spirit! Sponsored in partnership with the Schulze School of Entrepreneurship and EIX.org, a non-profit online platform for entrepreneurship education, this three-day event brings together the top 25 teams from a national pool of online business plan submissions.

Description

During the initial online submission round, online judges review submissions, comprised of a pitch deck and video, for a batch of 10 student team ventures. The judging rubric has eight criteria each with a 5-point scale (from excellent to poor). The goal is to identify teams with the most compelling venture pitches and ideas, and which could compete most effectively if invited to the live presentation rounds.

Because judges may view submissions differently, the selection process for the Top 25 Finalists is a three-step process:

1. Compute the average score for each submission
2. Compute the average scores for each judge
3. Adjust the raw submission averages based on the variation in judging scores

Judging Rubric

Online Submissions Rubric

Use this rubric to help determine a numerical score for each category of judging

Rating system: 1 = Very poor, 2 = Poor, 3 = Fair, 4 = Good, 5 = Excellent

CRITERIA	EXCELLENT (5)	POOR (1)
Opportunity	Genuine need in the market	Not realistic or needed
Competitive Advantage	Distinctive and unique	Easily replicated
Marketing and Sales	Powerful sales and marketing plan	Very unrealistic goals and expectations
Revenue Model	Compelling business model and financial projections	Unreasonable and not compelling
Competitive Landscape	Solid understanding and room to operate	Lack of understanding and/or no room to operate
Current Status	Have made solid progress	Simply a notion
Presentation	Clear, compelling, and concise	Unclear, unconvincing, rambling, disorganized
Overall Evaluation	Great idea and presentation	Not realistic and/or worthy of an investment

Judging Rubric Guidelines

Criteria	Judging Guidelines	Score (1-5)
Opportunity	<ul style="list-style-type: none"> • Is there a genuine need for the product or service offered? • Provides evidence that a market exists, is significant, and is growing • Describes how much money is currently spent in this or related space (in order to demonstrate that demand exists) • Demonstrates that this a good time to launch this venture 	
Competitive Advantage	<ul style="list-style-type: none"> • Venture is distinctive and unique - not an easy solution for competitors to replicate • Shows company's improvement over competitors' offerings • References measurable competitive advantages (patents, expertise, scale) 	
Marketing & Sales	<ul style="list-style-type: none"> • Presented a realistically defined marketing plan • Adequately addresses price, product, place, and promotion • Demonstrates how will they generate income (Fee for product/service? Subscription? Freemium? Licensing?) 	
Revenue Model	<ul style="list-style-type: none"> • Presents a compelling business model • Describes the resources required for the venture to launch • Provides enough explanation of how they will provide this product/service • Showcases reasonable financial projections 	

Criteria	Judging Guidelines	Score (1-5)
Competitive Landscape	<ul style="list-style-type: none"> • Submission clearly demonstrates knowledge of its specific sector (or industry), including existing players and competitors • Submission demonstrates an understanding of existing solutions to address the problem • Provides a highlight of what has worked, what hasn't, and the change is needed 	
Current Status	<ul style="list-style-type: none"> • Provides a product/service positioning statement • Shows a mockup of the product or service. <ul style="list-style-type: none"> ◦ If it is an app - provide screen shots ◦ If it is hardware - provide an illustrative representation ◦ If it is a process or service - outline or diagram the process/service • Shows the details and uniqueness of their business 	
Presentation	<ul style="list-style-type: none"> • Was the pitch exciting and compelling? • Did the presenter(s) appear to speak with confidence authority? • Were visual aids (slide deck and video) clear and valuable? 	
Overall Evaluation	<ul style="list-style-type: none"> • Exhibits the experience and skills required for the venture to operate • Great idea and presentation: who do I make the check out to? • Should this venture move onto the Finals Round? 	