

**Love's Entrepreneur's Cup Oral Competition Scorecard**  
**High Growth Division**

Team Name:

Judge's Name:

Total Score

0

Category	Description	Score Range	Score	Comments
1. Overall Organization and Interdisciplinary Team	Materials presented in clear, logical order and/or sequence. Team member(s) enrolled in majors in more than one college in the university.	0 to 5 Points		
2. Quality of Written Plan	Written and oral presentations are consistent. Written plan supports assertions in the oral presentation. Written plan communicates business concept as a stand-alone document, and stimulates potential investor attention.	0 to 5 Points		
3. Product Description	Company's product and its competitive advantage(s) are clearly presented.	0 to 10 Points		
4. Market Opportunity	Clear market need presented, as well as a way to take advantage of that need. Meaningful examples and practical applications.	0 to 20 Points		
5. Product Focus	Describes the key features and benefits, current stage of development, and competitive advantages of the product or service. <ul style="list-style-type: none"> <li>• Clearly solves customer problem</li> <li>• Customer value proposition is significant</li> <li>• Differentiation from over current offerings</li> <li>• Clear development path to Introduction</li> </ul>	0 to 10 Points		
Scalability	<ul style="list-style-type: none"> <li>• High Gross Margin</li> <li>• Intellectual Property protection (Patent, copyright, or trade secret)</li> <li>• Platform technology and/or multiple market opportunities</li> <li>• Scalability</li> </ul>	0 to 10 Points		
6. Management Capability	The team effectively understands how to develop this company and handle the risks associated with the venture.	0 to 5 Points		
7. Financial Understanding	The team has a solid understanding of the financial requirements of the business.	0 to 10 Points		

8. Investment Opportunity	The investment opportunity is clearly presented in a compelling manner.	0 to 10 Points		
9. Quality of Visual Aids	Clear, interesting visual aids that help explain the business ideas and concepts. May bring sample products, but no food drink or promotional giveaways may be given to the judges.	0 to 5 Points		
10. Ability to Engage Judges	The pace and content of the presentation is appropriate for an investment audience, the judges' questions are answered clearly and concisely.	0 to 10 Points		
11. Additional Feedback		n/a	n/a	