

SIMMONS

BOSTON, MASSACHUSETTS

School of Management : Entrepreneurship



Competition Criteria

The judges will be evaluating your written plans (semi-final and final round) and your presentation (final round) on the basis of the following criteria:

- Demonstrable operational and financial viability and growth potential of the venture: 60% of total points awarded. This includes demonstration of the size of your addressable market, anticipated growth in revenue or other meaningful performance measure, and the scalability and sustainability of your proposed undertaking. Judges will be looking for innovative ideas that can make a major impact in social value, innovation, employment generation, and/or profitability.
- Management team quality: 20% of total points awarded. This includes demonstrated, relevant industry and/or management experience of key team members, including the entrepreneur, employees and advisors. It also includes the communicated passion and commitment of the founder/s, often a key ingredient for businesses that succeed through the seed stage.
- Completeness, consistency, and quality of the plan as presented in written and oral form: 20% of total points awarded. Please see the [business plan format](#) rules for more information on business plan section requirements and templates. In general, the following items are needed:
 - Compelling value proposition
 - Clarity of business model and growth potential
 - Description of the skills and experience of the start-up team
 - Realistic sales and marketing strategy to support financial projections
 - Appropriate discussion of sources and uses of funds