# Bob Mark Business Model Competition Score Sheet

**Team/Company:**

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## Business Opportunity and Value Proposition

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<tr>
<th>Score (1 low to 10 high) _______</th>
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### Questions to Consider:
- Did the contestant/team clearly and succinctly state the customer “pain points”?
- Has the contestant/team articulated who the customer is and identified a customer segment or niche market?
- Does the proposed solution address the customer’s problem?
- Is the solution unique/distinctive over alternatives, including the status quo?

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## Business Model and Customer Discovery

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<th>Score (1 low to 10 high) _______</th>
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### Questions to Consider:
- Does the contestant/team identify and understand the key considerations and activities within the business model?
- Does the contestant/team have and state their hypotheses about the business model?
- Did the contestant/team test their hypotheses through customer discovery?
- After customer discovery, does the contestant/team either validate the model or make adjustments to the business model if necessary?

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## Judge’s Impression of the Business Model’s Overall Value and Presentation

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<th>Score (1 low to 10 high) _______</th>
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### Questions to Consider:
- Did the presentation flow well? Do you see value in the proposed solution?
- Is the proposed solution feasible?
- Is it worth doing? Is the problem big/important enough?
- Can you envision the team creating a successful company around the proposed solution?
- Could you see yourself working with this team in the future as an advisor, coach, or investor?

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Total (out of 30)