Thank you for agreeing to participate as a Judge for the Johns Hopkins University Business Plan Competition. We are delighted you will be joining us on Friday, April 1st, to judge the final presentations. Fifty-six teams entered the competition this year, which was narrowed to 31 finalists. Entries received are broken into the following categories:

General Business
Social Enterprise
Medical Technology Grad Track
Medical Technology Undergrad Track

Getting Around

A full campus map follows. You do not need to keep or use the parking ticket taken to enter the garage. We will provide parking vouchers for exiting either of the two parking locations noted.

A van will be available should you have any special needs for transport between events.

Judging Process

We will provide you a recap of the initial rounds of judging for each team in an effort to give you a fuller picture of each teams entry.

The final page of this document includes the judging criteria for your review and preparation. Your judging packets will include a score sheet for each team.

Timing issues

Out of respect for all our judges and participants, we will adhere to strict timing both for the presentations and the question/answer period. Each team will have 7 minutes to make their presentation. Judges will then have 8 minutes for Q & A.

Timekeepers will hold up cards to warn teams when there is 1 minute left in their time. Timekeepers will audibly announce “last question” to keep the Q & A within the allotted time.

Dinner & Awards Ceremony

Dinner will be in the Charles Commons and served buffet style. The keynote address by Daniel J Roche, co-founder, CEO, executive, and board member for numerous startup companies, including Agile Network Builders (2010), will take place during the meal and the awards ceremony will happen while dessert is served.

Your participation is critical to the success of this important competition. We truly appreciate your time and look forward to working with you. If you have any questions about judging, or our plans for the final presentations day, please contact Megan Capano at megan.capano@jhu.edu, or call 410-516-8205.

Schedule of the Day

9:30-11:30 AM: Fast Forward East Tour
Mason Hall
11:45 PM: Welcome Lunch for Judges
Charles Commons
1:15-4:15: Final Presentations and Judging
Hodson Hall
4:15-5:30: Passed Hors d’oeuvres
Charles Commons
5:00-7:00: Dinner & Awards Ceremony
Charles Commons
Parking and Directions

There are a number of parking options, but we recommend you park in the South Garage; we will provide a free parking voucher for both the South Garage and San Martin Garage (used for overflow). The South Garage is underground, directly below the Decker Quad.

*Please note that some roads are currently closed at the intersection of Wyman Park and San Martin Dr. You can still access the South garage from the South.

Presentations will be held in Hodson Hall, whereas the Judges Lunch and Dinner & Award Ceremony will be held in the Charles Commons. There are exits from the South Garage inside of both Mason Hall and Hackerman Hall. From either exit, Hodson Hall is a short distance across the Decker Quad and the Charles Commons is east toward Charles Street.

The Fast Forward East Tour shuttle will pick up judges from Mason Hall, located directly above the South Garage. Judges attending the tour will be dropped off at Charles Commons for the Judges Lunch.

For those judges who are not attending the Fast Forward East tour, please see the next page.
Additional Directions

If you are not attending the Judges Lunch, but are attending the presentations in Hodson Hall, please use the mapped footpath below from the South Parking Garage. When navigating to the Charles Commons, where the lunch and the dinner & awards ceremony are held, please use the 33rd Street entrance door located at 10 E 33rd Street, Baltimore MD 21218. The entrance is where Insomnia Cookies is located. Signs will be posted throughout campus and students will be available to direct you; we also will have a van available.

If at any time you have any questions, on event day, please contact the CLE main number, 410-516-7189.
Scoring Criteria and Considerations

Value Created by the New Product or Service
- What is the new and unique value of product/service?
- Is there a clear customer need satisfied?
- Is the background explained?
- How important is this product/service to customers and other stakeholders?
- Is there a prototype or working description of the product/service?

Attractiveness of the Market Opportunity
- How large is the market and how fast is it growing?
- Can you be a “significant player” in this market?
- What long-run profitability do you expect to see in this market?
- Can the product/service be successfully monetized?
- Is the business model both realistic and viable over the intermediate term? (e.g. five to ten years)
- Is the product/service scalable?

Competitive Advantage
- What is the positioning of the product/service in relation to competitors (both direct and indirect)?
- Is the product/service favorably positioned in the distribution channel?
- Can this product/service be a leader in its market?
- Are barriers to entry identified?
- How long will it take you to get to market?

Operational and Technological Viability
- How will the product or service be produced and delivered to customers?
- What are the distribution channels?
- Is any intellectual property is essential to success?
- How will rights to the property be secured?
- Are there regulatory hurdles?
- How long will it take to develop the property?
- Are key milestones identified?

Sound Financial Projection
- Are the projected sales figures reasonable?
- Are anticipated costs realistic?

Scalability and/or Exit Strategy
- How will it be scaled and/or is an exit strategy planned?
- Is the chosen path clearly articulated and logical?

Sound Marketing Entry Strategy
- Is a clear market entry strategy described?
- Does it seem reasonable?

Strength of the Presentation
- Eye Contact – holds attention of entire audience with the use of direct eye contact, seldom looking at notes or slides
- Body Language - movements seem fluid and help the audience visualize
- Poise – displays relaxed, self-confident nature about self, with no-mistakes
  Verbal Skills
- Enthusiasm – demonstrates a strong positive feeling about topic during entire presentation
- Speaking Skills – uses a clear voice and speaks at a good pace so audience members can hear presentations, does not read off slides

Timing
- Length of Presentation was within the allotted time

Content of Slide Presentation
- Subject Knowledge – an abundance of material clearly related to the research presented. Points are clearly made and evidence is used to support claim.
- Organization – information is presented in a logical and interested sequence which audience can follow. Flows well.
- Visuals – visuals are tied into the overall story of the research
- Mechanics— presentation has no misspellings or grammatical errors

Scoring
5 = Excellent
4 = Very Good
3 = Good
2 = Fair
1 = Poor