

University of Ottawa, Telfer School of Management
Business Model Competition Marking Grid

Student Name: _____
Student Name: _____
Student Name: _____
Student Name: _____

Idea: _____

Category:
 Personal Business for Life (PB4L) _____
 OR
 Larger-Scale Opportunity _____

Personal Strengths and Presentation	
Strength of presentation: conveys confidence, enthusiasm and professionalism	/5
Demonstrates strong skills and background necessary to launch and operate this venture	/5
Ability to execute	/5
Sub-total	/15
Idea Pitch	
Value proposition for individual client	/5
Scalability/Network effects/Reversing out the work to customers and suppliers/Custom outputs from standard inputs/Mass customization/Intricating the Internet	/5
Differentiated value/Pixie dust/Control over factor of production/Becomes part of business ecosystem	/5
Cost of customer acquisition/Use of guerrilla marketing & social marketing	/5
Use of Bootstrap Capital/Pre-sales/Launch clients	/5
Cash conversion cycle	/5
Goal setting/feasibility	/5
Sub-total	/35
Total	/50

Notes: