

Evaluation criteria and their weighting

The jurors assign point scores to determine the winner and comment on the scores as support for the participants. For each business plan and competition phase, five to twelve detailed evaluations and brief comments on all the elements of the business plan are obtained from various jurors. The requested chapters and their weighting result from the corresponding phase of the competition.

The overview shows the criteria for the Bavarian Business Plan Competitions:

1. Entrepreneur Jury

Feedback on the individual chapters of the business plan

	Phase 1	Phase 2	Phase 3
Executive Summary	15 %	10 %	5 %
Raise interest	5 %	3 %	2 %
Handling of relevant aspects	10 %	7 %	3 %
Product / Service / Solution	35 %	25 %	15 %
Customer Value	20 %	15 %	10 %
Concretization & differentiation in competition	15 %	10 %	5 %
Team	0 %	0 %	10 %
Market & Competition	20 %	15 %	10 %
Market	13 %	8 %	7 %
Competition	7 %	7 %	3 %

Marketing & Sales	0 %	10 %	5 %
Business system / Organization	0 %	5 %	5 %
Realization schedule / probability	0 %	0 %	5 %
Chances & Risks	0 %	5 %	5 %
Financing	0 %	0 %	10 %
Content	0 %	0 %	5 %
Form	0 %	0 %	5 %
Overall Impression	30 %	30 %	30 %
Total	100 %	100 %	100 %

In addition, the investors on the jury give an assessment of the business plan's financing opportunities.

2. Financing Jury

In addition to the entrepreneur jury, all competition entries are submitted to a finance jury. This component of the evaluation procedure determines the assessment regarding a possible financing from the investor's point of view. The growth and financing potential as well as the probability of realization are evaluated.

	Phase 1	Phase 2	Phase 3
Growth potential	35 %	35 %	35 %
Financing potential	35 %	35 %	35 %
Probability of realization	30 %	30 %	30 %