



2023 Virginia FAIRS Agriculture & Forestry Innovation Challenge "The Bull Pen" Rubric & Scoring Sheet

Business Overview Evaluation

Contestant Name: *Example*

5 Points Criteria Description	0 Points Criteria Description	Score
1. Issue Relevance The challenge this company is addressing is relevant and a high priority issue for Virginia's agricultural communities.	The challenge this company is addressing is not relevant nor is it a high priority issue for Virginia's agricultural communities.	
2. Issue Understanding The team has a clear understanding of this issue and clearly lays out the challenge that their business is addressing.	The team does not have a clear understanding of this issue and does not clearly lay out the challenge that their business is addressing.	
3. Target Customer Selected optimal target market and demonstrated in-depth knowledge of target customers.	Did not select optimal target market and did not demonstrate in-depth knowledge of target customers.	
4. Demonstrated Market Need/Demand Identified gap in market, presented plan that could lead to domination of a new market segment.	Not clear why this product or service will sell; failed to consider key market issues; market assessment is inadequate.	

Business Case Evaluation

5 Points Criteria Description	0 Points Criteria Description	Score
1. Innovation Business solution is on the cutting edge of innovation that addresses critical needs of Virginia's agriculture & forestry communities.	Business solution is not on the cutting edge of innovation that addresses critical needs of Virginia's agriculture & forestry communities.	
2. Business Novelty Business solution/product is novel. It provides an innovative solution with minimal competitors in the marketplace.	Business concept is not novel, competitive marketplace, highly saturated.	
3. Business Concept and Viability Clearly presented a viable, profitable, innovative and sustainable business concept.	Business concept not viable, profitable, innovative and/or sustainable as presented.	
4. Business Model Growth Plan Compelling and thorough business model with realistic and strategic financial projections to grow over the next three years. The company presented a clear plan for growth and clearly identified their challenges and how they will be overcome.	Business model was not robust with weak or unrealistic financial projections. Unclear plan for growth.	
5. Competition and Strategy Clearly conducted research, aware of key competitors and created a strategy with strong advantages.	Inadequate research, big gaps in understanding the business and market.	
6. Business Challenge Demonstrates a clear understanding of the challenges their company currently faces. This challenge is realistic to be overcome.	Does not demonstrate a clear understanding of the challenges their company currently faces. This challenge is not realistic to be overcome.	



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Rubric & Scoring Sheet

"The Bull Pen" Winner Evaluation

Contestant Name: *Example*

5 Points	0 Points	Score
<p>1. Team Story Engaging and unique entrepreneurial story. Team clearly demonstrates passion about their business solution, vs. merely capitalizing on a market opportunity.</p>	<p>Not an engaging and/or unique entrepreneurial story. Team clearly does not demonstrate passion about their business solution, vs. merely capitalizing on a market opportunity.</p>	
<p>2. Team Ability Appear highly capable of succeeding as management team for this phase of the company.</p>	<p>Likely not capable of managing this company. Their personal ambitions as leaders appear to be unrealistic.</p>	
<p>3. Final Five Impact Winning \$2,500 as a Final Five team will be highly impactful to this business.</p>	<p>Winning \$2,500 as a Final Five team will not be highly impactful to this business.</p>	
<p>4. "The Bull Pen" Winner This team has a thorough plan for how they will utilize \$10,000 and this money will be very impactful to their business. From the question responses and video pitch, this team appears to be a great spokesperson for entrepreneurs addressing Virginia's agriculture & forestry communities' challenges.</p>	<p>This team does not have a thorough plan for how they will utilize \$10,000 and this money will not be very impactful to their business. From the question responses and video pitch, this team does not appear to be a great spokesperson for entrepreneurs addressing Virginia's agriculture & forestry communities' challenges.</p>	
<p>5. Industry Impact The sector this business is serving is highly relevant to Virginia's agriculture & forestry communities. The success of this business will be very impactful to their industries.</p>	<p>Business does not address a need Virginia farmers, foresters or the Virginia food and fiber systems are currently facing.</p>	
<p>6. Presentation Through written answers and on the video pitch, the team presented with the quality of a professional entrepreneur: showed careful preparation, including creative use of presentation tools; spoke clearly, smoothly, effectively and with enthusiasm. Made a strong impression, intimately familiar with the details of the entire business plan.</p>	<p>Presentation was lacking overall. Confusing, left out key areas, failed to capture my interest. Not well prepared or professional.</p>	
Final Score:		

Judges Overall Notes:

- Score:**
- 5 – Exceptional
 - 4 – Outstanding – Above average
 - 3 – Well Done – Average
 - 2 – Missing important elements – Below average
 - 1 – Disappointing
 - 0 - Element missing or non existent