



Trade Show Judging Form

Judge Name: _____

Judge Email/Phone: _____

Each team has a one-page Executive Summary at its display (and in your packet) for you to read in addition to listening to the brief pitch the team gives.

As a judge, you'll be allocating 1,000 points to a group of businesses that are most believable and sustainable to you (i.e., they could actually be launched successfully). Please consider these factors:

- The team's business concept is well thought out and researched.
- The business is believable to you: It could be in actual operation and successful, in terms of achieving its goals, within five years from now as described (if the team decides to launch it, although they do not have to).
- The team's trade show booth, materials and team communications clearly communicate the key business plan elements of their business.
- The team and its trade show presence demonstrate knowledge of their industry and their customers.

Note: The focus is not on the investment return of the business, but rather on its overall viability. So we ask that you view "lifestyle businesses," nonprofits, and growth businesses on the same playing field, in this regard.

Please allocate your 1,000 points in 250 increments to a minimum of 3 different teams. (You may not invest all your dollars in one or two teams). Turn in your completed judging form, with any comments for the teams, at the registration table.

<u>Team Name</u>	<u>Points Allocated</u> <i>(Circle one per team)</i>
1. _____	250 or 500
2. _____	250 or 500
3. _____	250 or 500
4. _____	250 or 500
TOTAL: _____	1,000

Feedback

**Use backside for additional feedback, and include the team #*

THANK YOU!

Please add any additional comments/feedback on the back of this sheet (be sure to indicated the name of the team or topic for which you're giving feedback). Questions? Contact Amelia Marckworth - marckwor@seattleu.edu or (206-296-5715)