



DECA

INNOVATION PLAN

name: _____

EVALUATION FORM

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One-page summary of the business model	0-1-2-3-4-5	6-7-8	9-10-11	12-13	
UNIQUE VALUE PROPOSITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description of the single, clear, compelling message that states why the product/service is different and worth buying	0-1-2-3-4	5-6	7-8	9-10	
CUSTOMER SEGMENTS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of target customers	0-1-2-3-4	5-6	7-8	9-10	
CHANNELS OF DISTRIBUTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
	0-1-2-3-4	5-6	7-8	9-10	
CUSTOMER RELATIONSHIPS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
	0-1-2-3-4	5-6	7-8	9-10	
REVENUE STREAMS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
	0-1-2-3-4	5-6	7-8	9-10	
KEY ACTIVITIES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
	0-1-2-3	4-5-6	7-8	8-9	
KEY RESOURCES NEEDED	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
	0-1-2-3	4-5-6	7-8	8-9	
KEY PARTNERS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
	0-1-2-3	4-5-6	7-8	8-9	
COST STRUCTURE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
SPREADSHEET SHOWS START UP COSTS AND INCOME STATEMENT	0-1-2-3	4-5-6	7-8	9-10	

PRESENTATION TOTAL POINTS (100)

LESS PENALTY POINTS

TOTAL SCORE