

## 2022 Wisconsin High School Business Model Competition Scorecard

CATEGORY	SCORING: Needs Improvement										Excellent
<b>Problem or Need</b> The problem or need is real; customer has significant pain or has large unfulfilled needs.	1	2	3	4	5	6	7	8	9	10	
<b>Solution</b> Better, faster, cheaper, simple vs complex, quality, efficient, convenient, focused.	1	2	3	4	5	6	7	8	9	10	
<b>Target Market</b> Target market is large and/or growing, or is a high priced niche. Customer is well defined.	1	2	3	4	5	6	7	8	9	10	
<b>Competition &amp; Competitive Advantage</b> Direct vs. indirect competition, barriers to entry? Patents? Partnerships? Clearly superior.	1	2	3	4	5	6	7	8	9	10	
<b>Presentation</b> The team presented their venture in a logical, persuasive manner, and answered questions well.	1	2	3	4	5	6	7	8	9	10	

**Comments:**

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**ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION**

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