

Launch Case Competition Evaluation Form

Team # _____ Scorer: _____

Please rate the following aspects of the team's Strategic Analysis on a scale from 1-7, where 1=poor; 2=below average; 3=fair; 4=average; 5=good; 6=very strong/good; 7=excellent

	P	BA	F	A	G	VG	E
1. Comprehensiveness of Analysis	1	2	3	4	5	6	7
2. Quality of Analysis	1	2	3	4	5	6	7
3. Creativity of Recommendations	1	2	3	4	5	6	7
4. Clarity of Recommendations	1	2	3	4	5	6	7
5. Viability (potential) of Recommendations	1	2	3	4	5	6	7
6. Integration of Recommendations' functional components	1	2	3	4	5	6	7
7. Fit of strategy with market opportunity	1	2	3	4	5	6	7
8. Evidence of learning and personal growth	1	2	3	4	5	6	7

Please comment on the overall quality of the presentation:

	P	BA	F	A	G	VG	E
9. Overall, how well were the Recommendations presented?	1	2	3	4	5	6	7
10. How well did the team handle questions?	1	2	3	4	5	6	7
11. Rate the overall creativity of the presentation	1	2	3	4	5	6	7
12. Overall quality of presentation	1	2	3	4	5	6	7

Please provide helpful and constructive overall comments on the nature, quality, comprehensiveness, and general thoughtfulness and adequacy of the Pitch and of the presentation (use other side if necessary). What was good? What could be improved? How?