



Business Plan Presentation Finalist

Team Number:**Team Name:****Achieved Score**

Section A: Business Viability & Commercial Strategy

Problem Statement & Business Opportunity	Presents a compelling and relevant problem with a clear commercial opportunity, strong market relevance, defined customer benefit, and demonstrated value creation potential.	
		Out of 8
Market Research, Customer Analysis & Commercial Viability	Demonstrates understanding of target customers, market size, customer needs, and adoption barriers, supported by credible research, strong customer insights, and evidence of commercial viability.	
		Out of 12
Competitor Positioning & Unique Value Proposition (USP)	Evaluates existing alternatives and competitors, demonstrates clear differentiation, and presents a well-defined value proposition with compelling competitive advantages that justify customer preference.	
		Out of 8
Business Model & Revenue Strategy	Presents a realistic and well-justified business model with clearly defined revenue streams, pricing and monetization strategy, and a credible route to profitability.	
		Out of 10
Financial Model & Investment Readiness	Presents a credible financial model with realistic cost estimates, operating expenses, revenue projections, profitability calculations, and break-even outlook, supported by strong assumptions and a clear investment rationale.	
		Out of 12
Marketing Strategy	Presents a well-developed go-to-market plan with a clear customer acquisition and expansion strategy, realistic partnerships, and a practical growth roadmap.	
		Out of 5
Presentation Delivery	Delivers a clear, structured, professional, and persuasive investor-style pitch, demonstrating effective handling of questions and strong command of technical, operational, and financial assumptions.	
		Out of 5

Section B: Technical Feasibility & Engineering Merit

Technical Solution & Design Justification	Demonstrates a strong engineering vision with logical design choices aligned with the intended use case. Key assumptions, component selections, operating conditions, and modifications are well justified, providing a credible technical advantage.	
		Out of 15
Engineering Analysis & Performance Validation	Presents technically correct and internally consistent flight-time calculations, payload analysis, power consumption, endurance estimates, aerodynamic considerations, sizing calculations, and testing plans. Performance assumptions and engineering decisions are well justified.	
		Out of 10
Scalability, Reliability & Risk Management	Demonstrates realistic prototype scalability, manufacturability, reliability, maintenance planning, serviceability, and durability, supported by lifecycle cost considerations and practical risk mitigation measures.	
		Out of 10
Operational Feasibility & Local Applicability	Demonstrates a realistic implementation pathway within Pakistan's context, addressing operational requirements, technical challenges, regulatory constraints, safety concerns, failure modes, and practical risk mitigation measures.	
		Out of 5
Note: As per the rulebook, 10% of the finalist score will be applied to the final Business Plan Presentation results.		
		TOTAL SCORE: Out of 100