



Business Plan Presentation

Team Number:

Team Name:

Achieved Score

Session A: Presentation Execution

Organization & Narrative Transitions	No clear structure or business narrative. No logical progression or transitions between sections.	Basic structure present but flow is inconsistent. Problems, solutions & market discussions appear disconnected.	Clear structure with sequence. Smooth transitions between topics. Every section supports the investment case.	Compelling investor-focused narrative. Market needs, solution, value, and growth strategy seamlessly connected.	
	0 - 3	4 - 7	8 - 11	12 - 15	Out of 15
Verbal Clarity & Non-Verbal Presence	Unclear delivery. Excessive technical jargon without explanation. Low confidence.	Lacks clarity. Hesitation and fillers. Limited eye contact. Reliance on notes.	Clear and professional delivery with good pace. Few fillers; notes used occasionally.	Exceptional clarity, confidence, eye contact, posture. Technical concepts translated well into business language.	
	0 - 3	4 - 7	8 - 11	12 - 15	Out of 15
Role Ownership & Handoffs	Roles are unclear. Frequent interruptions or uncoordinated transitions.	Ownership of topics is inconsistent. Some presenters appear unfamiliar with the content they present.	Relevant team members lead the appropriate discussion topics. Transitions are smooth and coordinated.	Confident representation of respective functions. Seamless handoffs enhance credibility & engagement.	
	0 - 3	4 - 7	8 - 11	12 - 15	Out of 15
Creative Delivery	Text-heavy or cluttered visuals. Limited audience engagement.	Basic visuals and storytelling.	Good visuals supporting key messages. Good storytelling and audience connection.	Professional storytelling, strong visuals, and persuasive impact.	
	0 - 3	4 - 7	8 - 11	12 - 15	Out of 15

Session B: Core Business Content

The Value Proposition & Prototype Link	Weak connection between prototype and business idea. Customer value unclear.	Business application identified but lacks differentiation. Commercial relevance not fully justified.	Clear connection between the prototype and commercial offering. Customer benefits and market need are well defined.	Innovative market application or disruptive business angle addressing a real market need in Pakistan.	
	0 - 6	7 - 12	13 - 19	20 - 25	Out of 25
Market Analysis & Commercial Viability	Limited market understanding. No meaningful competitor analysis.	Basic target market identified. Limited supporting data and weak competitive positioning.	Clear target customers. Good understanding of competitors and market opportunities. USP identified.	Evidence-based market assessment quantifying opportunity, competitive positioning, growth potential, and realistic adoption within Pakistan.	
	0 - 5	6 - 10	11 - 15	16 - 20	Out of 20
Business Model, Feasibility & Financial Viability	Revenue model unclear or unrealistic. Cost assumptions not provided.	Basic financial model identifies revenue streams, but assumptions lack justification and implementation planning.	Viable revenue model with realistic pricing, costs, and profitability. Implementation is reasonably justified, supporting sustainability and scalability.	Investor-ready model with a clear path to profitable growth. Well-justified financial and implementation assumptions support sustainable, market-aligned monetization.	
	0 - 6	7 - 12	13 - 19	20 - 25	Out of 25
Investment Readiness & Q&A Defensibility	Cannot justify assumptions or answer accurately; risks and implementation challenges are ignored.	Understands the business model, but responses lack data and awareness of execution risks.	Strong command of operational and financial assumptions; answers confidently and identifies key risks and mitigations.	Investor-ready pitch articulating funding needs, returns, and growth strategy. Defends assumptions with data and addresses regulatory, operational, and market-entry risks through realistic mitigation plans.	
	0 - 5	6 - 10	11 - 15	16 - 20	Out of 20

TOTAL SCORE:

Out of 150