

## Jumpstart Jefferson Judge's Sheet

Student:
Business Name:
Attendance (15 points)
• The student attends class 1 (2.5 points)
• The student attends class 2 (2.5 points)
• The student attends class 3 (2.5 points)
• The student attends class 4 (2.5 points)
• The student attends class 5 (2.5 points)
• The student attends class 6 (2.5 points)
Mentor Connection (5 points)
• The student must meet with their assigned mentor and utilize their services
Organization: the plan includes: (10 points)
A greeting/introduction
<ul> <li>A brief overview of the business</li> </ul>
<ul> <li>A review of each template topic</li> </ul>
A summary of the financials
Marketing Plan (20 points)
<ul> <li>The student identifies the target audience with specific characteristics</li> </ul>
<ul> <li>The student outlines a detailed plan to reach their target audience</li> </ul>
<ul> <li>The student has a realistic view of the competitive environment</li> </ul>
Financials: the student understands and explains clearly (20 points)
• Start-up costs
• The revenue-stream
<ul> <li>Profit</li> </ul>
<ul> <li>Pricing strategy and objectives</li> </ul>
Completed financial statement
Business Pitch: the student is able to: (30 points)
<ul> <li>Present the plan with minimal use of notes</li> </ul>
<ul> <li>Use PowerPoint Presentation effectively (if applicable)</li> </ul>
<ul> <li>Show a depth of knowledge</li> </ul>
<ul> <li>Retain their composure under pressure</li> </ul>
<ul> <li>Answer questions effectively</li> </ul>
TOTAL POINTS (out of 100 points)