

**Bath Spa University – Business Plan Competition 2011
ASSESSMENT MATRIX FOR APPLICATIONS**

Criteria	Score (out of 10)	Weighting	Weighted Score
1) The value proposition of the product/service		20%	
2) Market potential and predicted demand		20%	
3) Competitive position		15%	
4) Presentation and clarity of the business plan document		10%	
5) Skills for running the business		10%	
6) Business model – financial viability, logistics, potential risks and rewards		25%	
TOTAL SCORE			