

JUDGING RUBRIC

COMPANY NAME		JUDGE #			
CRITERIA	Exemplary 8-10 points	Good 5-7 points	Fair 1-4 points	Not Present 0 points	Comments
Creativity and Innovation					
Profitability					
Sustainability					
Potential for Growth					
Customer Service					
Marketing and Branding					
Overall Feasibility					
Knowledge of Industry					
Panel Discretion					
Total Points					

Additional Comments: