

GSAS Harvard Biotechnology Club Business Plan Competition

Judging Criteria

Plan Evaluation:

1. Is the market clearly illustrated?
2. Is the product or service clearly illustrated?
3. Does the financial plan reflect realistic operational costs and capital expenditures?
4. Are projected earnings realistic?
5. Is the strategy for developing revenue generation approached?
6. Is the marketing plan and sales strategy credible?
7. Are the competitors clearly explained with the competitive advantage clearly defined?
8. Is there an outline for protection of its proprietary rights?
9. Is there a clear exit strategy?

Presentation Criteria:

1. Was the presentation well organized?
2. Was the idea convincing?

