

All 8 Foundational Values should be peppered throughout the pitch. Each individual Value does not need to be demonstrated in each scoring category. Students should demonstrate an understanding of how to use the Values as YE defines them. Students should know how, when applying the Values correctly, real value is created for themselves and others.

	Did Not Meet Expectations	Met Expectations	Exceeded Expectations	Comments
<p><b>Value Proposition:</b> Clear understanding of what problem they want to solve, how you chose to solve the problem, and why customers will differentiate your business from others like it.  <b>FV: Win-Win Focus; Passion; Opportunity</b></p>				
<p><b>Market Analysis:</b> Portrayed an understanding of potential customers, target market and competition. Includes supporting data. (customer relationships, customer segments and channels)  <b>FV: Knowledge; Be Principled; Responsibility; Opportunity</b></p>				
<p><b>Operations:</b> Demonstrated an understanding of the people (key partners), equipment (resources), system and processes (activities) needed to make the organization function.  <b>FV: Knowledge; Be Principled; Responsibility; Opportunity</b></p>				
<p><b>Cost Structure:</b> Demonstrated an understanding of costs associated with starting and operating the business (EOU).  <b>FV: Sound Judgement; Opportunity</b></p>				
<p><b>Revenue Stream:</b> Students will clearly define how the business will bring in money. ROI, breakeven, etc.  <b>FV: Sound Judgement; Opportunity</b></p>				
<p><b>Supporting Documents and/or Visuals</b>  <b>FV: Sound Judgement; Knowledge</b></p>				
<p><b>Overall Pitch</b>  <b>FV: Opportunity; Passion; Knowledge; Freedom</b></p>				