

THE CITADEL INTERDISCIPLINARY
BAKER SCHOOL OF BUSINESS
BAKER BUSINESS BOWL (BBB) VIII
BUSINESS PLAN COMPETITION
Fall Semester 2021 – Spring Semester 2022

Judging Criteria

Business Description	Details of the venture and what it does; How well was the concept explained, how reasonable, sustainable, and scalable is the new concept? Viability: Does the proposed business have a realistic potential to succeed?
Value Proposition	Originality, innovation, thoughtfulness, and Impact on big problem; What is the new and unique value of idea/product/service?
Idea/Product/Service	Differentiation from the existing competition, User experience, identify current and potential competitors; Distinctive Competence
Market Analysis	Market Opportunity: Is there a clear market need presented? Does the proposal suggest a viable way to meet that need? How well was the target market defined? What is the size and growth of the market? Does the company proposes a novel, disruptive or unique business concept that will provide it with a competitive advantage?
Technical	Technically Practical and Feasible. Is the description clear? Is there a presence of potential substitutes for the product? Is there a prototype or working description of the idea/product/service? What technology and/or other intellectual property (if any), is essential to the success of this venture?