

THE CITADEL INTERDISCIPLINARY
BAKER SCHOOL OF BUSINESS
BAKER BUSINESS BOWL (BBB) XIII
BUSINESS PLAN COMPETITION
Fall Semester 2026 – Spring Semester 2027

Judging Criteria

Business Description, Problem & Customer Validation	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 realistic potential to succeed? Has the team clearly identified a painful, specific problem? Is there clear evidence that a large or highly defined target market experiences this problem?
Value Proposition & Solution	Originality, innovation, thoughtfulness, and Impact on the problem. Is the proposed product or service a viable solution to the stated problem? Is the value proposition clear, and does it hold a distinct competitive advantage over existing alternatives?
Idea/Product/Service	Differentiation from the existing competition, User experience, identify current and potential competitors; Distinctive Competence. Does the company propose a novel, disruptive or unique business concept that will provide it with a competitive advantage?
Market Analysis & Strategy	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 team have a realistic Go-To-Market strategy to acquire customers efficiently?
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?