

NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

Tradeshow Scorecard (Example) - *This scorecard is intended as an example. It should be adapted as desired to fit your needs.*

Company: _____

Category	Score (circle one)	Final score
	Poor...Sufficient...Excellent	
<p><u>Business Overview</u></p> <p>What is it, who occupies key roles (management /operations), what is your experience, what legal structure will you use, etc.</p>	1 2 3 4 5	
<p><u>Business Description</u></p> <p>What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.</p>	1 2 3 4 5	
<p><u>Marketing</u></p> <p>Market research including target market, how will you reach your market, potential growth, competition, promotion and advertising, pricing strategy</p>	1 2 3 4 5	
<p><u>Presentation</u></p> <p>Poise, confidence, comprehension, ability to answer judges' questions, proper attire for a business presentation, captures attention, is within time limits, etc.</p>	1 2 3 4 5	
<p><u>Booth Display</u></p> <p>Creative, neat, easy-to-understand, relates to your business, engages judges, etc.</p>	1 2 3 4 5	
<p>GRAND TOTAL</p>		/25