

Open Category Future Innovators

Scoring Sheet Pilot WRO 2018 Thailand

Category	Criteria	Points
WRO Theme (Total points: 20)	Your business model idea is in line with the WRO theme of the season. It addresses the problems described at the WRO theme in an innovative and exciting way. In addition, it has an entertainment value and a certain "WOW" factor.	20
Business Model (Total points: 155)	Your business model	
	Key Partners Define your key partners and suppliers. Why do you need them? (Could you do the business without them?) Which business value will they deliver. Are these partners already existing and reliable?	10
	Key Activities Describe the key activities to get started with your business, e.g. define, find and develop distribution channels, get market and customer insights, build customer relationship and get to know about revenue stream.	10
	Key Resources Define the resources you need for your idea, these resources can be physical, human, financial or intellectual (e.g. brand patents, copyrights, data etc.).	10
	Value Proposition & Innovation Define the value you offer to your potential customers. What challenges or problems do they have that you plan to solve? Describe in which way your business works in a new / existing market with a new / existing product.	20
	Customer Segments & Market potential Define the market and customers you want to reach. Is it a mass market or niche market? Which are your key customers? Is it a local, regional, countrywide or even a global market? Can your idea grow e.g. from local to regional and further? Which chances do you see or which restrictions do you think you may face (looking at regulatory, cultural and competition aspects)?	20
	Customer Relationship How do you plan to build and further develop customer relationships? What are your ideas for loyalty programs, if needed? Think about personal, self-service or automated activities, testimonials etc. Define your relationship program for your potential customers.	10
	Channels Define the channels you need to reach your customers. Think about different phases of selling your idea (awareness, evaluation, purchase, delivery, after sales). You may need different channels for different phases.	10
	Cost Structure & Implementation Before you can talk about earning money you need to know your key cost factors. Define the costs of your key resources and key activities. Think about fixed costs (like salaries, office costs etc.) and variable costs and get an idea how these costs develop if you grow with your idea. How much money do you need to build-up a prototype, or to go live with your business in your market? An implementation plan that covers all resources along a timeline might be an approach.	20
	Revenue Structure & Break even point Describe in which way you can earn money with your idea and aligned business model and go-to-market approach. For which values is your customer willing to pay and how? What is your expected revenue stream and how can you achieve this (e.g. sales, licensing, renting etc.)? How is the price being calculated (depending on volume, customer, product, region, market etc.)? How much do you need to sell to reach your break-even point?	10
	Your work on your business model	
	Feasibility - Prototype Describe in which way you tested your idea. It does not need to be the full idea, we would like to motivate you to test your idea as soon as possible with potential customers (lean start-up approach). In these times you need to be fast in developing new ideas because there could be another persons on the other site of the world doing the same.	15
Desirability - Feedback Do you know if someone needs your idea? Describe in which way you have asked potential customers and partners and how you worked with the feedback you got.	20	
Presentation Skills (Total points: 55)	Conclusive Storyline Your presentation should be an end to end story. All the parts of the story should be connected to each other and focus on why your value proposition is valuable for your customer. Or in other words: your story should define the product idea with respect to the customer's need. Try to make your presentation precise and easy. Do not make it unnecessarily complicated, you will be judged based on your idea and not on your language skills.	25
	Reasoning Skills & Quick thinking The questions by the judges will be based on the story that you tell or the facts that you write in your 2 page summary. The judges want to make sure that the whole team understands the business model behind the idea and is able to think quickly.	15
	Written Summary Your written 2-page summary focuses on the most important aspects of your business model and offers the judges a comprehensive overview about your idea. Imagine you would like to convince a potential investor with your 2-pager.	15
Maximum points		230