

INDIVIDUAL PROJECT EVALUATION MATRIX

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| Project Name: | Date: |
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ACTION WITH AFRICA CHALLENGE JUDGING CRITERION

Which Enactus project most effectively presented a plausible business concept that includes innovation and entrepreneurial leadership to empower women, create jobs and positive impact on the continent of Africa?

SCORING INSTRUCTIONS

To qualify the judging criterion, rate each category as Insufficient, Poor, Fair, Good or Very Good in the using the following scoring matrix.

| BUSINESS PLAN ESSENTIALS | <i>40% Weight</i> | <i>Insufficient</i> | <i>Poor</i> | <i>Fair</i> | <i>Good</i> | <i>Very Good</i> |
|---|-------------------|---------------------|-------------|-------------|-------------|------------------|
| Needs Assessment The needs assessment shall prove that the team's business idea meets or creates demand of its target group. How do you rate the needs assessment results? | | | | | | |
| Business Model & Proof of Concept The business idea must have been tested and proven to work while the decision on a solid business model is essential to build up a business. How do you rate the project's results and the business model chosen for the project? | | | | | | |
| Unique Selling Point (USP) A strong USP is crucial to stand out from one's competitors. How do you rate the project's USP and the degree of innovation? | | | | | | |
| Plausibility of Business Plan & Financial KPIs Overall, how does the team's business and financial planning look to you? | | | | | | |

| ENTREPRENEURIAL LEADERSHIP | <i>20% Weight</i> | | | | | |
|---|-------------------|--|--|--|--|--|
| Entrepreneurial Leadership* Overall, how well has the Enactus team applied the principles of effective/efficient use of entrepreneurial leadership as defined by the Enactus Criterion? | | | | | | |
| Innovation How to do rate the project's degree of innovation? | | | | | | |
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| POSITIVE IMPACT | <i>40% Weight</i> | | | | | |
| Scalability of Business Concept How do you rate the project's opportunity to scale** and create employment? | | | | | | |
| Sustainable Positive Impact*** Overall, how do you rate the project's sustainable positive impact to create jobs, empower women and contribute to the SDGs? | | | | | | |

Further Definition Support

The evaluation matrix and definitions are available to all teams. Any further definition of terms in the evaluation matrix is for the interpretation of individual judges.

*Entrepreneurial Leadership: Identifying a need and capitalizing on opportunities by taking personal responsibility, managing risk and managing change within a dynamic environment

**Scale: to grow or expand significantly and effectively while increasing positive impact

***Sustainable Positive Impact: Demonstrating a measurable lasting improvement of people, planet and prosperity

JUDGE'S COMMENTS

Valuable insights or suggestions related to the project's Business Plan Essentials:

Valuable insights or suggestions related to the project's Entrepreneurial Leadership:

Valuable insights or suggestions related to the project's Positive Impact: