**Business Model Canvas Judging Criteria**

Maximum of 150 words (750 Characters) per section

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| **Section** | **Description** | **Points** |
| Executive Summary | Please describe your product or service and include a description of your business model | 10 |
| Customer Segments | Define the different groups of people or organizations your business aims to reach and serve | 15 |
| Value Propositions | Describes the bundle of products and services that create value for a specific Customer Segment defined above | 15 |
| Channels | Describe how your company communicates with and reaches its Customer Segments to deliver a Value Proposition  | 5 |
| Customer Relationships | Describe the types of relationships your company establishes with specific Customer Segments | 5 |
| Revenue Streams | Describe the revenue/sales your company generates from each Customer Segment (you can have multiple ways to generate revenue) | 10 |
| Key Resources | Describe the most important assets/resources required to make your business model work | 10 |
| Key Activities | Describe the most important things a company must do internally to make your business model work  | 10 |
| Key Partnerships | Describe the network of suppliers and partners that make the business model work externally | 10 |
| Cost Structure | Describe all costs that will be incurred to operate your business model | 10 |
|  |  | 100=sum |