<table>
<thead>
<tr>
<th>Factor &amp; Score</th>
<th>Evaluation Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Circle the value for each. If you must split values, write the value below the scale)</td>
<td>(Circle strengths, underline weaknesses, add comments if needed)</td>
</tr>
</tbody>
</table>

**Technical Content of the Presentation**

**Question 1: How much money are you going to make me/us?**
- Performance (profit) **objective** is clear and within limits of market performance
- Represents a **stretch** for the management team and firm
- Is supported by reasonably valid assumptions in the pro formas

**Comments:**

**Question 2: How are you going to do it and what do you need from us?**
- Management presents a clear **statement of strategy** as well as a **linked set of tactics** that are tied to the most important segments.
- Are they clear on how they’ll **finance** this and its impacts on shareholders?

**Comments:**

**Question 3: What risks are there that you’ll fail?**
- Is it evident that they’ve adequately considered the **competition** and the markets’ changes over time?
- Do they acknowledge other changes or pressures from the **general environment** such as regulatory, technological, economic, or other?
- If they admit earlier weaknesses are they persuasive that they have learned how to deal with their **weaknesses** in implementation of this new plan? Otherwise, do they **marshal convincing evidence of their abilities** to implement?

**Comments:**
| **Factor & Score**  
(Circle the value for each. If you must split values, write the value below the scale) | **Evaluation Factors**  
(Circle strengths, underline weaknesses, add comments if needed) |
| | **Presentation Skills** |
| **Message**  
10 9 8 7 6 5 4 3 2 1 | Message is **clear** (easy to understand),  
**effective** (achieves its intended purpose),  
**organized** (has a clear structure),  
**well developed** (key points are effectively supported), and  
**engaging** (achieves a high audience-interest level).  
**Comments:** |
| **Media**  
10 9 8 7 6 5 4 3 2 1 | Supporting media are **effective** (help achieve the objective),  
**clear** (easy to comprehend),  
**well designed** (follow effective design principles), and  
**engaging** (capture audience attention).  
**Comments:** |
| **Messenger**  
10 9 8 7 6 5 4 3 2 1 | Speaker attributes include effective **voice** (rate, pitch, volume, energy),  
**eye contact** and **body language** (nonverbal messages),  
**confidence** (no observable nervousness), and  
**interpersonal style** (social connection with audience).  
**Comments:** |

_____________ Points total out of 300 points maximum