

2020 IEO China Finals Business Case Marking Sheet

| | Market analysis& Business model (30 points) | Product/service design& Marketing strategy (30 points) | Presentation (30 points) | Judge Assessment (10 points) |
|--------------------|--|--|---|---|
| Description | <p>1. Market analysis: Stakeholders should at least include parents, students, piano teachers. Other stakeholders may include individual/institutional investors and cooperative institutions.</p> <p>2. Market sizing should be based on the number of students learning piano in 2016, its annual growth rate, the market penetration rate of sparring partner service, the number of sparring classes each student takes over a year, and the price of sparring partner service.</p> <p>3. Business model should focus the rationales of the choice.</p> | <p>1. Contestants should define the major demands of the targeted customers.</p> <p>2. The marketing strategy should resonate with the major concerns of customers and highlight the key features of the product/service.</p> <p>3. Contestants should present the basic assumptions and data of their financial model.</p> | <p>1. Presentation performance. Presented with full knowledge of the material, confidence, and direct eye contact.</p> <p>2. Teamwork. Clear division of work and responsibility, and strong team co-operation.</p> <p>3. Q&A. Concise, logical, and coherent answers.</p> | Valuation of the solution's creativity, practicality, and profitability, along with overall presentation performance. |
| Dimension | <p>1. Width of analysis: all major dimensions of the solution have been analyzed.</p> <p>2. Depth: lucid cause-effect-solution logic chain (analyzed at 3-4 levels) .</p> <p>3. Structure and Logic: Structurally and logically coherent and reasonable.</p> <p>Recommended range of points H:20-30; M:10-20; L:0-10</p> | <p>1. Width of analysis: all major dimensions of the solution have been analyzed.</p> <p>2. Depth: lucid cause-effect-solution logic chain (analyzed at 3-4 levels).</p> <p>3. Structure and Logic: Structurally and logically coherent and reasonable.</p> <p>Recommended range of points H:20-30; M:10-20; L:0-10</p> | <p>1. Presentation skills: Outlook and presentation skills.</p> <p>2. Teamwork: Clear division of work and responsibility, and strong team co-operation.</p> <p>3. Q&A: Concise, logical, and coherent answers.</p> <p>Recommended range of points H:20-30 ; M:10-20; L:0-10</p> | Recommended range of points H:7-10 M:4-6 L:0-3 |

2020 IEO China Finals BC Marking Sheet

| 2020 IEO China Finals BC Marking Sheet | | | | | | |
|--|---|--|---|--|----------------|------|
| ROOM # | Market analysis& Business model | Product/service design& Marketing strategy | Presentation | Judge Assessment | Total (100) | |
| Description | 1. Market analysis 2. Market sizing 3. Business model | 1. Product/Service design 2. The major demands of the targeted customers. 3. The marketing strategy | 1. Presentation performance 2. Teamwork. 3. Q&A. | Valuation of the solution's creativity, practicality, and profitability, | | |
| Dimension | 1. Width of analysis 2. Depth 3. Structure and Logic Recommended range of points H:20-30; M:10-20; L:0-10 | 1. Width of analysis 2. Depth 3. Structure and Logic Recommended range of points H:20-30 ; M:10-20; L:0-10 | 1. Presentation skills 2. Teamwork 3. Q&A Recommended range of points H:20-30 ; M:10-20; L:0-10 | Recommended range of points H:7-10 M:4-6 L:0-3 | | |
| Team # | Market analysis& Business model (30) | Product/service design& Marketing strategy (30) | Presentation skills (30) | Judge Assessment (10) | Total (100) | RANK |
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