

Normalized scores are reported here. Normalization is a statistical process allowing for the comparison of different datasets (i.e., sections) in a way that eliminates the effects of certain influences (i.e., different judges). Scores are reported as if participants were all evaluated by the same judge, when in fact they were not.

Category	Normal score	%ile	International %ile		
			low	med	high
Preliminary Written Entry	44	80	94	■	■
Preliminary Oral Presentation	47	100	94	■	■
Final Written Entry	43	NED	81	■	■
Final Oral Presentation	43	NED	93	■	■
Overall	91	80	96	■	■



Student: _____
 School: _____
 Location: _____
 Competitive Event: Entrepreneurship-Starting a Business

International percentile rank is reported here. The percentile rank of the normalized score is interpreted as the percentage of all participants who scored at or below the score of interest.

State/Provincial percentile rank is reported here. The percentile rank of the normalized score is interpreted as the percentage of participants from the same state/province who scored at or below the score of interest.

Performance on the preliminary and final (if applicable) written entry is reported here. The specific evaluation criteria used by the judge is reported line by line.

Performance on the preliminary and final (if applicable) oral presentation is reported here. The specific evaluation criteria used by the judge is reported line by line.

Preliminary Written Entry						Final Written Entry							
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. Introduction	✓	100	■	■	■	■	1. Introduction	✓	100	■	■	■	■
2. Self-analysis	✓	69	■	■	■	■	2. Self-analysis	✓	100	■	■	■	■
3. Market analysis	✓	100	■	■	■	■	3. Market analysis		62	■	■	■	■
4. Analysis of location	✓	51	■	■	■	■	4. Analysis of location	✓	100	■	■	■	■
5. Proposed organization	✓	100	■	■	■	■	5. Proposed organization	✓	100	■	■	■	■
6. Proposed product/service	✓	100	■	■	■	■	6. Proposed product/service	✓	100	■	■	■	■
7. Pricing policies	✓	64	■	■	■	■	7. Pricing policies	✓	62	■	■	■	■
8. Promotional activities	✓	100	■	■	■	■	8. Promotional activities	✓	100	■	■	■	■
9. Place	✓	100	■	■	■	■	9. Place	✓	56	■	■	■	■
10. Projected income statement (12 months)	✓	100	■	■	■	■	10. Projected income statement (12 months)	✓	100	■	■	■	■
11. Projected cash flow (12 months)	✓	100	■	■	■	■	11. Projected cash flow (12 months)	✓	75	■	■	■	■
12. Personal/internal capital	✓	100	■	■	■	■	12. Personal/internal capital	✓	81	■	■	■	■
13. Funding plan (sources and uses of capital)	✓	100	■	■	■	■	13. Funding plan (sources and uses of capital)	✓	87	■	■	■	■
14. Opening day financial statement (including start-up costs)	✓	76	■	■	■	■	14. Opening day financial statement (including start-up costs)	✓	100	■	■	■	■
15. Overall impressions of written prospectus	✓	100	■	■	■	■	15. Overall impressions of written prospectus	✓	100	■	■	■	■
Preliminary Oral Presentation						Final Oral Presentation							
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. Mission Statement/Concept	✓	93	■	■	■	■	1. Mission Statement/Concept	✓	100	■	■	■	■
2. Analysis of the business situation	✓	100	■	■	■	■	2. Analysis of the business situation		68	■	■	■	■
3. Description of business, product, service	✓	69	■	■	■	■	3. Description of business, product, service	✓	93	■	■	■	■
4. Financing--income/cash flow/balance sheet	✓	89	■	■	■	■	4. Financing--income/cash flow/balance sheet		68	■	■	■	■
5. Market and Marketing Overview	✓	100	■	■	■	■	5. Marketing and Marketing Overview	✓	100	■	■	■	■

Key: NV=No value, NED=Not Enough Data, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in