

Business Case Evaluation Criteria

	Evaluation Criteria	Clarifying Questions
Analytical	Problem(s) and goal(s) identification	Has the team identified the problems and goals of their client?
	Information Synthesis	Has the team demonstrated the ability to effectively synthesize the information?
	Scope and depth of analysis	Do you recognize a broad perspective, inclusion of different stakeholders, and/or deep analysis and accurate understanding of the task assigned?
Conceptual	Model relevancy and structure clarity	Is the model of analysis complex and adequate? Has the team presented a clear structure of thoughts and arguments?
	Validity of assumptions and concept implementation	Are the underlying assumptions reasonable and realistically backed by evidence? Do you recognize high level of business sense and the ability to apply economic concepts?
	Solution complete and feasible	Has the team presented a well-developed strategy and made realistic recommendations? Do you recognize complete coverage of key issues?
	Ability to think outside the box	Has the team demonstrated the ability to think outside of the box? Do you recognize imagination and creativity?
Quantitative	Convincing predictions	How precise were the calculations and projections? Are predictions convincing?
Communication	Professional communication	Is the presentation simple to follow? Was communication professional and proper, supporting their recommendations?
	Team work and timing	Did the team follow the instructions for the presentations, used their time well, within the limits, is the full team participation visible?