



Sample Competition Judge Questions:

Please don't feel you must ask exactly these questions! We expect you to tailor your questions to the presentation you have just seen, and to ask whatever strikes you as important, while bearing in mind that these students are still learning about some concepts (like market share, research, and development, etc.). These are simply here to give you a benchmark from which to start.

Business Opportunity:

1. What data/evidence have you found that suggests your idea solves a real problem?
2. How is your product/service produced? Do you need a manufacturer?
3. What are the key features? What are the key benefits?
4. Can you explain what you'll use the start-up funds for?
5. Will you have the capacity to increase growth if your business gains customers? If so, how will you account for that growth?

Business Model:

1. How did you determine the cost of labor?
2. How did you determine your selling price?
3. Have you considered all of your variables and fixed expenses? (this may be a good opportunity to point out certain expenses the student may have forgotten)

Market Analysis:

1. How did you determine the size of your target market?
2. Please explain the research behind your description of your target consumer. How did you decide on this target population?
3. What is your competitive advantage over your competitors?
4. Are you considering both direct and indirect competition?

Marketing & Sales:

1. How did you determine your projections for each month?
2. Why are there fluctuations?
3. Why did you choose those promotional methods?
4. Have you incorporated the effect of any discounts or special offers into your projected income?

Entrepreneurial Mindset Assessment:

1. Explain to me the process you went through to recognize this opportunity and come up with this business idea? What research have you done to prove that this opportunity exists?
2. Can you give an example of an obstacle you encountered while working on your business idea and explain how you adapted to overcome this challenge?
3. With whom did you work to refine your business idea? How has collaborating with others changed how you think about the future of your business? Give a concrete example.
4. What entrepreneurial mindsets did you use while coming up with your business idea and writing your business plan?
5. What skills that you learned about in your NFTE class have been the most valuable to you while working on your business idea?
6. Can you explain what you have learned about taking risks as an entrepreneur, and tell us a risk you are taking with building this business?