

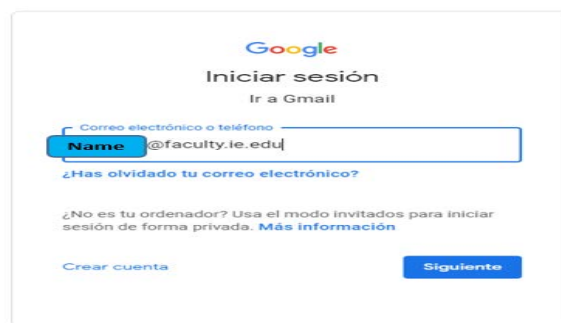
FINAL EXAM: How to use the digital information sheet

1. You will receive a link via email for each of the work groups to be evaluated:

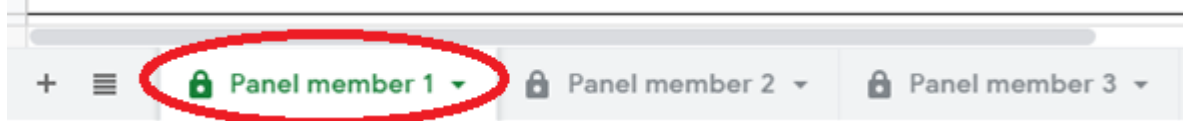
Group 1:
EndoSOP+: <https://docs.google.com/spreadsheets/d/1y2s8kGf01bAPB-PV26/>

Group 2:
EverPact: <https://docs.google.com/spreadsheets/d/1cU-vgtKb-zPjhSQOQnvB>

2. Click on the link and register with your email address [name]@faculty.ie.edu. To do this, we recommend using Google Chrome as your browser:



3. On each evaluation sheet, you will see three tabs (one for each jury member). Select the one with your name:



4. Complete all boxes as appropriate, including comments in the corresponding section:

| Assessment criteria | Score: 1- Fail; 2 -Pass; 3 - Proficiency; 4 - Excellence; 5 - Honors | | | | |
|---|--|---|---|---|---|
| Knowledge, Comprehension & Methodology (60%) | | | | | |
| 1. Opportunity - Is there a real and compelling unmet need, problem or want, which the proposed venture/initiative will exploit? | 5 | 5 | 5 | 5 | 5 |
| 2. Customer & Market Analysis - Was the customer who is willing to pay identified? Is there a real interest from the target group in the product - service? Was understanding of the potential market and competition demonstrated? | 4 | 4 | 4 | 4 | 4 |
| 3. Strategic approach -Was a differential, relevant and sustainable business strategy presented? | 4 | 4 | 4 | 4 | 4 |

5. We recommend checking that your access to the link works correctly a day before the exam.

6. Please do not complete the sheets before the exam.