**Magazine:**

**Judge:**

**Magazine Launch Plan Judging Sheet**

Judges: Please check the appropriate box for each section with 1 as the lowest score and 5 as the highest. Please add comments.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Judging Criteria** | **1** | **2** | **3** | **4** | **5** | **Comments** |
| 1. **Problem and market need**. The pitch was compelling, easy to understand, focused around clearly articulated problem or market need. |  |  |  |  |  |  |
| 2. **Solution**. The magazine is described completely and concisely and is easy to understand. Features and benefits are clear. |  |  |  |  |  |  |
| 3. **Market**. The market is clearly described, sized and characterized, as are the target customer and demographics.  |  |  |  |  |  |  |
| 4. **Business model**. The pitch shows an understanding of operations – how the company will make money and deliver its product and/or services. The model includes at least two revenue streams. |  |  |  |  |  |  |
| 5. **Competition and sustainable advantage**. The pitch demonstrates an understanding of thecompetition and what this magazine will bring to the market. |  |  |  |  |  |  |
| 6. **Marketing and sales**. The team describes a realistic and effective marketing and salesstrategy. |  |  |  |  |  |  |
| 7. **Financial projections**. The company has realistic financial projections in terms of circulation strategy, subscription pricing and advertising costs. |  |  |  |  |  |  |
| 8. **Editorial development.** The company has a clear editorial mission and has developed unique content or angle that provides a competitive advantage. |  |  |  |  |  |  |
| *9*. **Online, Mobile and Social Media Strategies.** The team has a clear strategy for using digital technology and engaging audiences online. |  |  |  |  |  |  |
| 10. **Professionalism**. The presentation is polished and professional. The team inspires confidence. |  |  |  |  |  |  |
| 11. **Design**. The design of the prototype, sample covers and presentation reflect professional standards. |  |  |  |  |  |  |

*This judging sheet is adapted from one developed by Michelle Ferrier, associate dean for innovation, research/creative activity and graduate studies at Ohio University*