**Swat Tank Competition 2016 Judge’s Guide**

**Swat Tank Competition 2016**

Swat Tank is an annual business innovation competition that aims to support students in developing a commercial or social business from inception to model concept. Co-ordinated through the Center for Innovation & Leadership (CIL) offices, the Swat Tank competition acts as the culmination of student’s engagement in leadership and entrepreneurship training and mentoring programs delivered through the CIL’s Innovation Incubator and results in students pitching their business concept ideas during the Lax Conference, held annually in Swarthmore College during Spring Semester.

In previous years, Swat Tank participants were assessed based on the submission of a full business plan, with financial projections and in some cases product prototypes. Whilst this criterion resulted in a few fantastic new businesses being developed by students over the years, the requirement of a full business plan also turned students away from the competition. Student feedback suggested that whilst Swat Tank was incredibly interesting and applicable to their career trajectory post college, the short development time (approximately 4 months), other heavy curriculum commitments and on-going engagement in other college activities, meant that Swat Tank represented a huge time and work commitment for students.

Taking on board the feedback of the students, and also the alumni and judges from previous competitions, the Center for Innovation & Leadership has decided to amend the scope of the competition accordingly. For Swat Tank 2016, students are asked to develop a business concept and to test it using the Business Model Canvas (or its social enterprise equivalent, the Social Business Model Canvas).[[1]](#footnote-1) Swat Tank participants are supported by the CIL through the provision of ongoing training, one 2 one meetings with a faculty advisor and also paired with alumni mentors to help them build their business concept throughout the program.

The Swat Tank Competition is judged in two rounds, the first round taking place in the third week of February and the final judging taking place during the Lax Conference held at the beginning of April. After the first round, only 3 entrants / teams are permitted to progress to the second round of judging.

The Swat Tank submissions are assessed on the following 3 outputs below, 1 & 2, *Swat Tank Pitch & Business Model Canvas Poster* review, taking place during the Swat Tank presentations and 3, the *Swat Tank Report*, assessed by the Judges prior to the entrant’s/team’s Presentations:

1. *Swat Tank Pitch & Business Model Canvas Poster*
2. *Judges and Students Questions & Answers after the Pitch presentation*
3. *Swat Tank Report*

*1. & 2. Swat Tank Pitch, Business Model Canvas Poster and Q&A:*

Students are asked to develop a business concept from idea to full business model canvas. Students are asked to make a 4-minute presentation followed by 10-15 minutes questions and answers from Judges.

*3. Swat Tank Report:* Each Swat Tank entrant/team is provided with a Swat Tank Report template to follow. The purpose of the template is to help entrants/teams articulate the development process, the “Plan, Do and Review” stages, of building their business concept, effectively telling the story of their business development journey. The sections of the Template are divided as follows:

*Introduction:* Giving an overview of the concept, introducing the entrant / team members, describing the meeting process management.

*The Business Concept:* describing the need for the business, the current environment, current solutions, how they developed their value proposition and how the business model canvas process developed through the life of the competition.

*Final Business Model Canvas:* describes the final decisions made per section of the business model canvas; how the business will be delivered. Income and costs are estimates at this stage. Please note that the assumption is that all businesses are at nascent or very early delivery stage, thus judging is based on the entrant / team’s ability to generate anticipated sales and develop a sustainable business, rather than evidence of sales already secured.

*Review:* describes the learning experience of the entrant / team overall, particularly around the barriers or enablers they experienced, where they were able to apply their class learning and knowledge, a reflection of the process and their desire to become entrepreneurs, and proposal of next steps to take the business from conception to reality.

**Swat Tank Assessment Definitions and Forms**

Judges are provided with an Individual / Team Evaluation Sheet and an overall Cumulative Evaluation Sheet – as per below. The assessment definitions are as follows:

INSUFFICIENT:

Weak business concept proposal presentation, poor to no evidence of testing the concept, weak in relation to potential viability as a future business, weak evidence of reflection.

FAIR:

Coherent business concept proposal presentation, some evidence of testing activity to prove the concept, but unconvincing in terms of developing to a potentially viable future business, some evidence of reflection.

GOOD:

Solid delivery of the business concept proposal presentation, all elements of the BMC covered adequately, evidence of testing activity to prove the concept beyond over at least one cycle, as presented has the potential to be a viable future business, good evidence of reflection.

VERY GOOD:

Very good delivery of the business concept proposal presentation, all elements of the BMC covered comprehensively, evidence of testing activity to prove the concept beyond one or two cycles, as presented has the solid potential to be a viable future business, very good evidence of reflection and next steps required to bring the project to reality.

EXCELLENT:

Excellent delivery of the business concept proposal presentation, all elements of the BMC covered comprehensively and with ease, evidence of testing activity to prove the concept beyond two cycles discussed, shows that the business as explained could seek investment and be a viable future business, strong, insightful reflection on process and action orientated next steps explained to bring the project to reality.

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**Individual / Team Evaluation Form**

**Judging Round:** Round One / Round Two (circle as appropriate)

**Individual / Team Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment of the Team’s Effectiveness in:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Insufficient** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **PLAN**  Scheduled timely meetings and revisions.  Delivered a solid and comprehensive presentation and report clearly articulating the overall entrepreneurial effort. |  |  |  |  |  |
| **DO**  Developed and presented solid evidence for a viable business concept through the Business Model Canvas.  Showed testing of the business concept and revision throughout the process. |  |  |  |  |  |
| **REVIEW**  Illustrated strong, insightful reflection on process,  Showed evidence of independent and group learning and growth,  Articulated strong action orientated next steps required to bring the project to reality. |  |  |  |  |  |

**Judge’s Feedback:**

Valuable insights or suggestions related to the entrant’s business, activities and reflections:

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**Cumulative Evaluation Form**

**Judging Round:** Round One / Round Two (circle as appropriate)

**Judge Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment Legend: I – Insufficient F – Fair G – Good VG – Very Good E – Excellent**

Transfer your assessment from the Individual / Team Evaluation Forms. Please use the codes I, F, G, VG and E to note the level of performance. Using your assessments as a reference, rank the teams (with 1 being your top choice). No ties allowed.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Please list names in order of presentation.** | | | | | | | |
| **Entrant / Team Names:** |  |  |  |  |  |  |  |  |
| **PLAN** |  |  |  |  |  |  |  |  |
| Scheduled timely meetings and revisions.  Delivered a solid and comprehensive presentation and report clearly articulating the overall entrepreneurial effort. |  |  |  |  |  |  |  |  |
| **DO** |  |  |  |  |  |  |  |  |
| Developed and presented solid evidence for a viable business concept through the Business Model Canvas.  Showed testing of the business concept and revision throughout the process. |  |  |  |  |  |  |  |  |
| **REVIEW** |  |  |  |  |  |  |  |  |
| Illustrated strong, insightful reflection on process,  Showed evidence of independent and group learning and growth,  Articulated strong action orientated next steps required to bring the project to reality. |  |  |  |  |  |  |  |  |
| **RANKING**  Please rank the entrants / teams (with 1 being your top choice). No ties allowed. |  |  |  |  |  |  |  |  |

1. If you would like to familiarize yourself with the components of the Business Model Canvas, have a look at the following video <https://www.youtube.com/watch?v=QoAOzMTLP5s>). [↑](#footnote-ref-1)