



Thank you for participating as a preliminary **business** judge for the HBCU Battle of the Brains competition. Judges are vital as they help determine which teams will compete in the Finals of the academic national championship.

Preliminary judges help determine the quality of the business analysis & strategic focus of the submissions for the proposed case study. Each team will submit the following deliverables for evaluation:

The below deliverables are worth 100 points total

You will score each submission 0-10 points and they will be weighted as follows:

- Outline of Proposed Solution **(10%)**
- Executive Summary **(30%)**
- 5-Page Business/Marketing Plan **(40%)**
- Pitch Deck/Presentation **(20%)**

The criteria for judging will consist of:

- Clear identification and understanding of the key problems or issues
- Demonstrating the use of case data to develop effective solutions
- Alignment/consistency between deliverable (notable pivots are acceptable)
- Visual presentation and grammatical accuracy

This role also provides your company with exclusive access to the business submissions of the institutions participating.

THE COMMITMENT:

Business submissions will be shared with judges on the morning of **Friday, March 13, 2026**. There are up to **30** schools participating in the HBCU Battle of the Brains. Ideally, we would have at least two judges evaluate each submission so that we can take an average score for each school. Evaluations would need to be completed and entered into our scoring form by **5:00 PM EST on Saturday, March 14, 2026**.

In previous years on average, it took Business Judges roughly 30 minutes to 1 hour to fully evaluate each school, depending on the complexity of the submission. The more preliminary judges we're able to secure, the shorter the time commitment will be.

All preliminary judging can take place virtually. Our team will host a call with interested individuals to walk through the process.

Submission ID	1-2	3-4	5-6	7-8	9-10
Outline	<p>Unsatisfactory: The outline lacks clarity, feasibility, and innovation. It fails to address key problems or issues outlined in the case study adequately. The proposed solution is unclear and lacks practicality.</p>	<p>Below Average: The outline is somewhat clear but lacks innovation and feasibility. It partially addresses key problems or issues in the case study, but the proposed solution may not be fully convincing or practical.</p>	<p>Average: The outline is clear and demonstrates a basic level of feasibility and innovation. It adequately addresses some key problems or issues in the case study but may lack depth or originality.</p>	<p>Above Average: The outline is clear, innovative, and feasible. It effectively addresses key problems or issues in the case study, showcasing a well-thought-out solution. There may be minor areas for improvement.</p>	<p>Excellent: The outline is exceptionally clear, highly innovative, and feasible. It thoroughly addresses key problems or issues in the case study, demonstrating a well-crafted and original solution. There are no significant areas for improvement.</p>
Exec. Summary	<p>Unsatisfactory: The executive summary is extremely brief, lacks comprehensiveness, and fails to provide a clear overview of the proposed business solution. Key points are not effectively highlighted, making it challenging to understand the essence of the submission.</p>	<p>Below Average: The executive summary is limited in comprehensiveness and struggles to provide a clear overview of the proposed business solution. Key points are somewhat highlighted, but the document lacks the necessary depth to set the stage for the rest of the evaluation.</p>	<p>Average: The executive summary is moderately comprehensive, providing a basic overview of the proposed business solution. It somewhat effectively highlights key points but may lack the depth needed to fully set the stage for the rest of the evaluation.</p>	<p>Above Average: The executive summary is comprehensive, offering a clear overview of the proposed business solution. It effectively highlights key points, providing a solid foundation for the rest of the evaluation. There may be minor areas for improvement.</p>	<p>Excellent: The executive summary is exceptionally comprehensive, providing a thorough and clear overview of the proposed business solution. It effectively and succinctly highlights key points, creating a strong foundation for the rest of the evaluation. There are no significant areas for improvement.</p>

5-Page Bus. Plan	<p>Unsatisfactory: The business/marketing plan lacks strategic depth, coherence, and practicality. There is minimal evidence of effective solutions, and the plan does not leverage case data appropriately.</p>	<p>Below Average: The business/marketing plan has limited strategic depth and coherence. Practicality is questionable, and there is room for improvement in leveraging case data to develop effective solutions.</p>	<p>Average: The business/marketing plan demonstrates a basic level of strategic depth and coherence. Practicality is evident, but there may be some gaps. The plan moderately leverages case data to develop effective solutions.</p>	<p>Above Average: The business/marketing plan exhibits good strategic depth, coherence, and practicality. It effectively leverages case data to develop solutions, demonstrating a well-thought-out approach. There may be minor areas for improvement.</p>	<p>Excellent: The business/marketing plan excels in strategic depth, coherence, and practicality. It goes beyond expectations in leveraging case data to develop highly effective solutions. The plan is comprehensive and demonstrates a thorough understanding of the business context.</p>
Pitch Deck	<p>Unsatisfactory: The pitch deck lacks engagement, clarity, and persuasiveness. Slides are disorganized, content is difficult to follow, and the presentation fails to effectively communicate the proposed solution and key elements of the business/marketing plan.</p>	<p>Below Average: The pitch deck has limited engagement, clarity, and persuasiveness. Slides could be better organized, and there are areas where content clarity is lacking. The communication of the proposed solution and key elements needs improvement.</p>	<p>Average: The pitch deck demonstrates a basic level of engagement, clarity, and persuasiveness. Slides are reasonably organized, and the content effectively communicates the proposed solution and key elements of the business / marketing plan. Some enhancements could be made for increased audience interest.</p>	<p>Above Average: The pitch deck exhibits good engagement, clarity, and persuasiveness. Slides are well-organized, and the content effectively communicates the proposed solution and key elements of the business / marketing plan, capturing the audience's attention. There may be minor improvement areas.</p>	<p>Excellent: The pitch deck excels in engagement, clarity, and persuasiveness. Slides are highly organized, visually appealing, and the content effectively communicates the proposed solution and key elements of the business / marketing plan with a high level of impact. The audience is captivated and thoroughly informed.</p>