



2026
Concept Papers Rating Sheet

Name of Contestant/Business _____

Relevance/Importance to Natural Outdoor Recreation Economic Development: Is the product or service described clearly? Is there a clear connection to Outdoor Recreation.	15%						
Viability of the Business Idea							
Product or Service Description: Is it clear what the product is, what it solves, and what sets it apart?	10%						
Competitive Analysis: Who are the competitors, how does this differ, and what gap is it filling?	5%						
Market Need/Customer Demand: What unmet need or market demand does the product or service address? Is the size of the market opportunity mentioned?	10%						
Impact on Other Regional Businesses: How will this business connect to or work with other local businesses?	10%						
Unique Value Proposition: What sets this apart from competitors, and why would a customer choose this over the competition?	10%						
Go-To-Market Strategy: How will the business launch the business idea? Is the timeline consistent with the contest timeline (all receipts to ORA by 10/30/26)?	10%						
Preliminary Budget: Are the associated costs and use of funds reasonable?	10%						
Execution Potential: Is there evidence that the applicant can move these ideas forward to fruition?	15%						
Quality of the Submission: Was it well-formatted, readable, and professional?	5%						
Total Score	100%	0%	0%	0%	0%	0%	0%

Judge's Name Printed

Date

Judges Signature