

NAME of Presenter and/or Idea: Oliver / Simple Steps

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

What is the strength of their proposed idea?

1 Very Weak	2 Weak	3 Below Average	4 Average	5 Above Average	6 Strong	7 Very Strong
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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Fernando ^{Olgun} - Simple Steps

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What are the **strongest aspects** of their business concept?

Need, strong demand for lifestyle improvement.

What are the **weakest aspects** of their business concept?

Targeting low-income consumers in a for-profit venture. I question sustainability and solvency.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: SIMPLE STEPS HEADPHONE

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What are the **strongest aspects** of their business concept?

- ADDRESSES A MASSIVE GLOBAL PROBLEM

What are the **weakest aspects** of their business concept?

- REAL ESTATE DEVELOPMENT IS EXTREMELY EXPENSIVE.

Brief comments about their **presentation or presentation style**

- TEAM APPROACH IS EXCELLENT

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: SIMPLE STEPS - HEALTH CENTER

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What are the **strongest aspects** of their business concept?

Simple, addresses the imp health problems

What are the **weakest aspects** of their business concept?

A little bit more abt the implementation of idea

Brief comments about their **presentation or presentation style**

Business idea needs more information for ~~us~~
us to understand it fully

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

- one stop shop increases likelihood of people coming to your center.

What are the **weakest aspects** of their business concept?

- IT is very capital intensive.
- IT is not clear whether or not it will work.
- Building a center does not ensure people will actually use it.
- Very difficult to implement (social & psychological perspectives)
 - How actual "motivate" people to use your service.
- It's not clear there is real profit opportunity.

Brief comments about their **presentation or presentation style**

- why need 3 presenters?
- qualify the facts at the start. are the U.S. facts?
 - don't those facts apply to lower income populations?
- idea was not explained in the presentation Not everyone.

Any other comments or questions that you may have for the team

- Size of concept seems overwhelming
- seems idealistic. Must ground it in reality to make it more appealing

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NAME of Presenter and/or Idea: Simple Steps Health Center

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What are the **strongest aspects** of their business concept?

Noble attempt to cure a worldwide problem

What are the **weakest aspects** of their business concept?

Personal healthcare is notoriously reactionary. people do not prevent problems, i.e. they visit a doctor only when sick.

Brief comments about their **presentation or presentation style**

Very Strong presentation style

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

family oriented, picked an interesting market

What are the **weakest aspects** of their business concept?

Extremely high startup cost
Some details should be worked out

Brief comments about their **presentation or presentation style**

quite gimmicky

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: OLGUN - Simple Steps HC

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What are the **strongest aspects** of their business concept?

ADDRESS FITTING NEED/ EPIDEMIC

What are the **weakest aspects** of their business concept?

HEAVY INVESTMENT IN REAL ESTATE/FIXED INVESTMENT/FACILITIES
RELIANCE

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Recognizable problem

What are the **weakest aspects** of their business concept?

Seems like very low margins b/c of target customers.
Lots of capital to start businesses with real estate and equipment
Target customer is not very valuable to marketers

Brief comments about their **presentation or presentation style**

Good intro

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

- The opening facts are good, but are they based on global #'s or emerging markets?
-

What are the **weakest aspects** of their business concept?

- ~~You~~ need to explain the concept in more detail. ~~the baby picture~~
- The baby picture creates a disconnect w/ who your customer will be.
- Gyms tend to be hard businesses -- with your low price point + high degree of services will be low revenue + high costs (potentially). Make sure you look into the economics of a gym.

Brief comments about their **presentation or presentation style**

- Good comfort level in front of crowd.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Simple steps Health center

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What are the **strongest aspects** of their business concept?

- I love that you are thinking about affordable options for an underserved population → a big problem, and you may be able to get grant \$ for this

What are the **weakest aspects** of their business concept?

- many medical studies have ~~not~~ shown interventions for obesity such as nutritional interventions, exercise programs, + educational programs may have small short term benefits but not long term, sustained benefits → what research supports your concept will be successful in achieving your long term goals?
- financing may be difficult to sustain

Brief comments about their **presentation or presentation style**

- everyone had good public speaking skills
- the facts about obesity at the beginning were interesting + engaging
- you seem to work well as a team

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What are the **strongest aspects** of their business concept?

- provides accessible solution

What are the **weakest aspects** of their business concept?

- I don't think this will be simple... I start thinking of the ground up development, real estate finance, interest rate and currency risk, importance of relationships with big corporates ^{govts} and health agencies

Brief comments about their **presentation or presentation style**

- good hook -- got attention
- I liked meeting the team

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Wat

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What are the **strongest aspects** of their business concept?

I like the concept.

What are the **weakest aspects** of their business concept?

How will you find people to survey?

Brief comments about their **presentation or presentation style**

Good job.

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

B2g market

What are the **weakest aspects** of their business concept?

Tough implementation, who will execute

Brief comments about their **presentation or presentation style**

Great job all 3.

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Need for fitness is there.

What are the **weakest aspects** of their business concept?

How does this fit into Mexican health system?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Simple Steps Health Cater

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What are the **strongest aspects** of their business concept?

Like the idea of building scalable fitness centers.
Thinks there is great opportunity to bring healthy living to developing countries - while bringing US/Western brands to these places.

What are the **weakest aspects** of their business concept?

How will you pay for it?
How will you bring in the right people?
How does funding really work?

Brief comments about their **presentation or presentation style**

I loved the use of FACTS to introduce the issue. Tight pitch, may have needed more details of your idea in the pitch, before questioning.

Any other comments or questions that you may have for the team

Focus more on corporate tie-ins → how multi-nationals will want to partner → to 'look good' in the process.

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

- education is not enough, need to make the ^{healthy} food affordable
- people wont join as family which contradict the idea (specially 12-13)
- insurance^{and medical} issues for kids in gym

Brief comments about their **presentation or presentation style**

good presentation

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Simple steps

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What are the **strongest aspects** of their business concept?

good purpose

What are the **weakest aspects** of their business concept?

Start up cost and lack of focus on its own strength

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: ~~Hi~~ Olgun

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What are the **strongest aspects** of their business concept?

Simple solution of health center in developing country.

What are the **weakest aspects** of their business concept?

how to generate profits under this low-price facilities concept.

Brief comments about their **presentation or presentation style**

team collaboration.

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Good use of personal stats. Good graphics, great slide

What are the **weakest aspects** of their business concept?

Didn't explain how to make money in pitch.
I would like to see a prototype.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: SIMPLE STEPS

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

IDEA TOO BROAD TOO BIG
TOO MUCH MONEY NEEDED

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: alg. + v2-202 / friend's

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What are the **strongest aspects** of their business concept?

good execution / good marketing

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

good team

Any other comments or questions that you may have for the team

information presented

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What are the **strongest aspects** of their business concept?

- It can be big
- It address social need.

What are the **weakest aspects** of their business concept?

- Political Issue
- Funding.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: Olgun Kuberer / Simple Steps Health Center.

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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What are the **strongest aspects** of their business concept?

It's a good cause.

What are the **weakest aspects** of their business concept?

There doesn't seem to have convincing facts that a profit can be made.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Simple Steps Health Center

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What are the **strongest aspects** of their business concept?

Huge market to target.

What are the **weakest aspects** of their business concept?

Uniqueness needed. Research needed.

Brief comments about their **presentation or presentation style**.

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Olgun Kulkver - Simple steps

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What are the **strongest aspects** of their business concept?

Huge market opportunity, ~~with~~ real problems
that need to be addressed

What are the **weakest aspects** of their business concept?

All-inclusive Can lose focus, e.g. I heard
gym/diabetes care/microloans/day-care/ soccer field
this sounds complicated

Brief comments about their **presentation or presentation style**

good distribution of comments

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Oliver Kukrel

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

How is it different? whom are you addressing?
Not very convincing.

Brief comments about their **presentation or presentation style**

Got to work more on presentation

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Neolithics Inc Simple Steps Health Center,

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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What are the **strongest aspects** of their business concept?

- big idea

What are the **weakest aspects** of their business concept?

- Capital needed (pretty)

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Simple step

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What are the **strongest aspects** of their business concept?

- love your idea.

What are the **weakest aspects** of their business concept?

- How do you promote or convince low-income people to go to your place. since from my perspective, low-income people wonder more amount money (finding or money) than their health.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: Simple Steps Health Center

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What are the **strongest aspects** of their business concept?

Related to current health issue. And I think it's possible as I used to help my friend setting up this kind of business in my home country and it works! (it's less complicated than your idea)

What are the **weakest aspects** of their business concept?

Source of fund. (but there's a way to solve this problem) at the beginning

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Olga Kukra - Simple Steps Health Center

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

• unclear whether problem (diabetes/obesity) translates to the solution presented (wellness center)

Brief comments about their **presentation or presentation style**

Strong edgy intro - memorable ; a little too cliché speaking style

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: OLGUN KUKRER (SIMPLE STEPS)

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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What are the **strongest aspects** of their business concept?

- Huge market, possibly untapped.

What are the **weakest aspects** of their business concept?

- Setup costs & arrangements to provide the all-round care.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Olgun Kuberoz / Simple Steps

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What are the **strongest aspects** of their business concept?

- Idea is strong - badly pitched.

What are the **weakest aspects** of their business concept?

The solution doesn't identify the problem solution.
Market sizing

Brief comments about their **presentation or presentation style**

Great intro into the problem.

Any other comments or questions that you may have for the team

What is new. Does not seem thought through.

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Simple Steps - Ogun, Ramon

Instructions: Fill this out during their Q&A session. We will give this to the presenter. Fernando

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What are the **strongest aspects** of their business concept?

- intro w/ facts about obesity & diabetes in audience
- sub problem people easily identify with

What are the **weakest aspects** of their business concept?

- why is it different than cereals etc... ~~healthier~~ Developing Countries
- should have included current \$/100/~~per serving~~ in Mexico
- target market / age - why not US?
- Revenue from low income members?
- cultural issues / location etc

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: Olgun Kutrer / Simple Steps

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one): What is the strength of their proposed idea?

1 Very Weak	2 Weak	3 Below Average	4 Average	5 Above Average	6 Strong	7 Very Strong
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What are the **strongest aspects** of their business concept?

→ Preventive model, starts c children

What are the **weakest aspects** of their business concept?

Not Unique - healthcare / wgt-loss

Brief comments about their **presentation or presentation style**

well presented / Answered Questions well

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Oligor Kukrer

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Overall score (circle one):

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What are the **strongest aspects** of their business concept?

- Medical problems are clear and deliverable

What are the **weakest aspects** of their business concept?

- Not clear there's a space for "another" health place
- big risk
- wellness is a tough sell

Brief comments about their **presentation or presentation style**

- Good strong facts
- Good work of three people presenting

Any other comments or questions that you may have for the team

- If you are focused on a problem - focus on it.

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NAME of Presenter and/or Idea: Olgun Kutlar

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

How will you get people to participate in this?
Are you sure they are looking for a solution?

Brief comments about their **presentation or presentation style**

Compelling presentation - especially by speaking directly to audience in first part.

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

unclear that backgrounds will be able to pull this off.
Getting organizations/people to get excited to end obesity + diabetes
Payoff is big. should be easy.

What are the **weakest aspects** of their business concept?

Big problem. Lots of issues (capital building, reliance on govt subsidies.)

Brief comments about their **presentation or presentation style**

Well structured, but lacking clear detail. Good use of 3 presenters.

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: Sample Steps

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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Overall score (circle one):

What is the strength of their proposed idea?

1 Very Weak	2 Weak	3 Below Average	4 Average	5 Above Average	6 Strong	7 Very Strong
----------------	-----------	-----------------------	--------------	-----------------------	-------------	---------------------

What are the **strongest aspects** of their business concept?

Three students already supporting the idea.

What are the **weakest aspects** of their business concept?

Large undertaking and large cost.
Unclear what the solution will be and that your solution would be well received.

Brief comments about their **presentation or presentation style**

Didn't discuss your solution during your presentation.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

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----------------	-----------	-----------------------	--------------	-----------------------	--------------------	---------------------

What are the **strongest aspects** of their business concept?

Great insight with possible business model solution

What are the **weakest aspects** of their business concept?

Not clear on the business model practice

Brief comments about their **presentation or presentation style**

Great organization and delivery of the whole presentation

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Olgen kukras / Simple Steps

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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What are the **strongest aspects** of their business concept?

- There is a strong need - not only in developing countries but also in developed countries
- The cause is social, so it can be plus point in getting sponsors to support.

What are the **weakest aspects** of their business concept?

- Capital Investment is huge
- The center will have a big location dependency - it will have to be in a place where people can go to.
- Fitness and health are tied to cultural mindsets - people in 3rd world countries won't be able to travel long distance.
- It looks like a lot of things built into one place - takes time to build and mature.

Brief comments about their **presentation or presentation style**

3 person style broke the flow and was not efficient

Any other comments or questions that you may have for the team

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Overall score (circle one):

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What are the **strongest aspects** of their business concept?

⇒ education is the main premise ⇒ what is good.
⇒ .

What are the **weakest aspects** of their business concept?

⇒ high construction costs / upfront costs
⇒ ability to work w/in different countries.
⇒ revenue model?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

⇒ take premise + leverage through diff different channels / models.

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Olgun Kubese

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

I find it hard to visualise a large physical fitness centre.
Finally gym might be able to take over something like this!

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

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What are the **strongest aspects** of their business concept?

Good concept that has a social enterprise foundation

What are the **weakest aspects** of their business concept?

- Do many unknowns - building infrastructure, machines, clinics
- Too big an idea.

Brief comments about their **presentation or presentation style**

Presentation would have been better w/ a single presenter

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

Simple Steps

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Overall score (circle one):

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What are the **strongest aspects** of their business concept?

The idea of being able to bring kids to the gym is attractive

What are the **weakest aspects** of their business concept?

why target low-income people, that seems limiting. The value prop is hard to understand

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Olgun Kulderer - Simple Steps Health Center

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

What is the strength of their proposed idea?

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TARGET: LOW-INCOME CONSUMERS ; ENTIRE FAMILIES

What are the **strongest aspects** of their business concept?

well thought out ~~idea~~ for initial steps

What are the **weakest aspects** of their business concept?

- Who else is in market providing similar services?
- With even a nominal fee to participate, is there enough incentive on consumer's end to participate? Why would they put down the video game controller or turn off the television to visit the clinic

Brief comments about their **presentation or presentation style**

GREAT - ESPECIALLY w/ GREAT INTERACTION IN PRESENTATION

Any other comments or questions that you may have for the team

Focus on consumer education & OUTREACH

Leave these forms at your seat. We will collect and share with each team