

MBA 795

Global Residency

EXPERT EVALUATION DESCRIPTION AND RATING SHEET

The 7 teams that traveled to Chile in January have finished their projects and have given a presentation on their proposed business ideas. I need your help in assessing these ideas. Your task is to use your knowledge to assess the viability of the business idea of each team. You are able to use any or all of the following information to make your assessment – all files are available on the website:

1. One-page executive summaries.
2. Extended business projects.
3. Business idea presentations.

I know your time is limited, which is why participation at ANY level is VERY MUCH appreciated. Please e-mail completed ratings to [krockman@gmu.edu](mailto:krockman@gmu.edu) by March 7th. Thank you so much for your participation in this process!

**These are the (shortened) instructions that were provided to each team:**

The purpose of this project is to develop a strategic plan for exploiting a business opportunity in the location(s) we are visiting. In short, your goal is to identify a market opportunity that can be profitably exploited. The opportunity may involve importing or exporting a product or service, or developing a business in this region, or some other modification to a business that makes sense for one of these locations.

There are three options for developing your business idea for this assignment. You should pick the option that a) interests your team and b) builds on knowledge that you have within your team. The options are as follows:

Option #1: **Create a Small Business**

With this option, you will act as entrepreneurs who would like to start a small business (requiring less than $500,000). This new business could either be located inside Chile or Argentina or partnered with a business inside Chile or Argentina. Your plan and presentation should be geared towards the institution that you hope will provide initial money (e.g., bank, VC, etc.).

Option #2: **Extend an Established Business**

With this option, you will act as a company representative that would like to expand a current business in a new way. This could be taking a foreign-based business and expanding into Chile or Argentina or vice versa. Your plan and presentation should be geared towards convincing your management that yours is a solid business idea.

Option #3: **Modify an Established Business**

With this option, you will act as a consultant designed to modify a current business in a new way in order to take advantage of some opportunity. This could be a foreign-based or a LatAm-based business operating in Chile or Argentina or a Chilean or Argentinean business operating in the US. Your plan and presentation should be geared towards convincing the management of that company that your idea will improve their business.

**Business Idea Project EXPERT Evaluation Form**

Expert Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please rate the viability of each of these business plans based on your expertise while using the following scale. Comments are also more than welcome but completely optional.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
| It’s not clear to me how this business idea is viable | This business idea would only be viable with major, fundamental changes to the proposal | Good idea but significant changes are needed to make it viable | Business idea might be successful with several minor changes | I want to invest and/or implement! I can see the success of this idea in the near future with relatively few changes |

**Projects**

|  |  |
| --- | --- |
| **Dolce Diablo** | |
| Rating: \_\_\_\_\_\_ | Comments (optional): |
| **RedBox** | |
| Rating: \_\_\_\_\_\_ | Comments (optional): |
| **Gregory and Sons** | |
| Rating: \_\_\_\_\_\_ | Comments (optional): |
| **Hard Rock Café** | |
| Rating: \_\_\_\_\_\_ | Comments (optional): |
| **Online Learning in Chile** | |
| Rating: \_\_\_\_\_\_ | Comments (optional): |
| **Rango** | |
| Rating: \_\_\_\_\_\_ | Comments (optional): |
| **TodoVino** | |
| Rating: \_\_\_\_\_\_ | Comments (optional): |