

Creating Your Own Business Contest Business Plan Evaluation Form

Business Name: _____ Reviewer: _____

Executive Summary 0 – 5 points

- ◆ Provides a concise summary of the business or business idea; is clear and effective as a stand-alone document

/5

Products or Services 0 – 10 points

- ◆ Describes the product or service being offered, including attributes, advantages and potential drawbacks
- ◆ Identifies value proposition for the product (what makes it different/better than the competition?)

/10

Market/Industry Analysis and Market Opportunity 0 – 10 points

- ◆ Demonstrates a good understanding of the larger industry of which the business is a part, including recent trends, current situation and outlook
- ◆ Has done primary and/or secondary market research to identify a market need
- ◆ Understands market trends and likely future directions
- ◆ Has identified market segments, including size and demand of market and potential opportunity in those markets

/10

Competitive Analysis 0 – 5 points

- ◆ Identifies principal competitors
- ◆ Demonstrates a good understanding of competitors' strengths and weaknesses

/5

Marketing Plan 0 – 10 points

- ◆ Has clearly defined marketing objectives
- ◆ Has clearly defined target markets and demonstrates a good understanding of potential customers
- ◆ Describes product features and benefits and why customers will buy (competitive advantage)
- ◆ Describes effective pricing, distribution, and promotional strategies
- ◆ Has developed a realistic budget for marketing activities

/10

Management Plan 0 – 10 points

- ◆ Defines management roles and assigns responsibilities
- ◆ Possesses necessary management skills and/or has assembled a solid management team
- ◆ Provides evidence of adequate accounting and information systems

/10

Operations Plan 0 – 10 points

- ◆ Demonstrates a good understanding of production/service delivery methods
- ◆ Has identified equipment and facility requirements
- ◆ Has identified and understands labor requirements
- ◆ Has identified and understands costs of production and operation

/10

Financial Plan 0 – 10 points

- ◆ Provides a detailed list of start-up costs (if applicable)
- ◆ Presents a break-even analysis

◆ Presents realistic pro forma financial statements, with explanatory notes	
◆ Demonstrates economic feasibility of the business	
◆ Identifies sources of financing for start-up expansion	<u> </u>
	/10
Milestone Schedule 0 – 5 points	
◆ Lays out a realistic timeline for reaching important milestones	<u> </u>
	/5
Critical Risks 0 – 5 points	
◆ Identifies potential barriers or problems which could arise	
◆ Describes contingency plans if problems arise	<u> </u>
	/5
Overall Business Viability 0 – 15 points	
◆ Demonstrates market need and way to seize the opportunity	
◆ New venture presents something novel, unique or special to provide competitive advantage in target market	
◆ Management team can effectively launch and develop the venture	
◆ Team has solid understanding of financial requirements of the business	
◆ Venture presents an investment opportunity for founders, friends/family, private individuals/angels, or early-stage venture capitalists	<u> </u>
	/15
Appendix 0 – 5 points	
◆ Presents necessary support documentation for the plan	<u> </u>
	/5
Total (100 points possible)	<u> </u>
	/100

Comments: