

Business Plan Evaluation Form – Written Plan

Company: _____ Judge: _____

Date: _____

Please evaluate the written business plan on the following criteria: 1=Poor, 2=Fair, 3=Adequate, 4=Good, 5=Excellent						Comments
1. Executive Summary (10%) (clear, exciting, and effective as a stand-alone overview of the plan; includes brief description of each succeeding section of the plan; can be read in 5 minutes)	1	2	3	4	5	
2. Company Overview (5%) (presents a vision, history, current status, strategy, goals, mission and objectives for the business)	1	2	3	4	5	
3. Products or Services (10%) (describes the key features and benefits, current stage of development, proprietary position, and competitive advantages of the product or service)	1	2	3	4	5	
4. Market Analysis (10%) (presents the growth trends and key driving forces of the industry; identifies the key characteristics and needs of the target market(s); assesses the competitive environment; demonstrates market acceptance for the product or service)	1	2	3	4	5	
5. Management Team (10%) (provides backgrounds and roles of key individuals; history and ability to work as an effective team; personnel needs; organizational structure)	1	2	3	4	5	
6. Operating Strategies (10%) (addresses the marketing, production R&D, personnel, administrative, and financial strategies for the proposed firm)	1	2	3	4	5	
7. Critical Risks (10%) (Realistically identifies the major internal and external critical risks that could threaten the business and presents viable contingency plans for them.)	1	2	3	4	5	
8. Cash Flow Statement (10%) (presents a realistic assessment of cash requirements-inflows and outflows-over a projected 5-year period; cash flows are consistent with operating and marketing strategies outlined in the body of the plan; cash flow information is detailed for first 2 years, quarterly/annually for years 3-5)	1	2	3	4	5	
9. Income Statement (5%) (demonstrates realistic and attractive income potential of the business; the income statement is consistent with the operating and marketing strategies outlined in the body of the plan; income statement information is detailed for first 2 years, quarterly/annual for years 3-5)	1	2	3	4	5	
10. Balance Sheet (5%) (presents a realistic assessment of the working capital and fixed asset requirements of the business; appropriately reflects the projected capital structure of the business—long term debt and equity positions; balance sheet information is projected annually for 5 years)	1	2	3	4	5	
11. Funds Required/Used (5%) (clear and concise presentation of amount, timing, type and use of funds required for venture)	1	2	3	4	5	
12. Offering (10%) (clearly articulates the proposal/terms to investors; identifies what entrepreneur is seeking from debt and/or equity investors; presents a realistic assessment of ROI potential; presents an appropriate deal structure and possible exit scenarios)	1	2	3	4	5	