

2017 Business Plan Competition Written Plan Judging Criteria

The following criteria are to be used to evaluate 4-7 page executive summaries.

NOTE: Scoring based on 1 (lowest) to 5 (highest), with 3 being of the caliber to advance to the next round.

Team Name: _____

Judge Name (Your name will not be associated with the feedback sent to the students this is just scoring records)

	Score based on 1 (lowest) to 5 (highest)
<p>Overall Impression of the Executive Summary:</p> <p>Does the summary adequately describe the idea –does the idea make sense?</p> <p>Has the team adequately described the pain in the marketplace?</p> <p>Do you believe the team has presented a feasible solution?</p> <p>Is the summary well written and succinct?</p> <p>Does the summary create excitement?</p>	
<p>Management Team:</p> <p>Does this management team have the skills required to execute the plan?</p> <p>Does this team have the experience to lead a new venture?</p> <p>If this management team is weak in either necessary skills or experience do they list the advisors and mentors?</p>	
<p>Problem:</p> <p>Does the team understand the customer problem the product or service solves?</p>	
<p>Value Proposition:</p> <p>Have they clearly stated their value proposition? Is it a viable model? (Clear and convincing description of how the new product/service addresses the customer need and benefits are quantified)</p>	
<p>Market Opportunity:</p> <p>Have they adequately described the market and economic opportunity? (Clear description of the size (\$), growth potential and composition of the market)</p>	

<p>Competitive Strategy:</p> <p>Has the team analyzed its competitive space?</p> <p>Does the summary clearly identify the company's initial competitive advantage or differentiator?</p> <p>Does the team have an adequate strategy for defending their market position?</p>	
<p>Go to Market Strategy:</p> <p>Is it clear how the company will reach its initial customer?</p> <p>Does the summary clearly identify a sales strategy?</p> <p>Is the distribution plan clearly defined and reasonable?</p>	
<p>Traction:</p> <p>Has the team made progress toward any milestones (licenses, patents, etc)?</p> <p>Has the company signed customers and/or channel partners?</p> <p>Is the distribution plan clearly defined and reasonable?</p>	
<p>Revenue Model:</p> <p>Is the team clear about how they will make money from each customer segment?</p>	
<p>Financials:</p> <p>Does the plan describe the funding/resources required to execute the plan?</p> <p>Are the financials consistent with the overall plan?</p> <p>Are the assumptions realistic?</p> <p>Are contingencies and exit strategies addressed?</p>	

TOTAL _____