

Written Business Plan Judging Criteria

<p>TEAM NAME:</p>	<p>Score based on 1 (lowest) to 5 (highest) or YES/NO as instructed</p>
<p>OVERALL IMPRESSION OF BUSINESS PLAN:</p> <p>Does the business plan make the reader want to learn more?</p> <p>Is the summary well written and succinct?</p> <p>Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?</p>	
<p>TEAM:</p> <p>Does the summary adequately describe team members' skills, experience, and roles?</p> <p>If the founding team is weak in either necessary skills or experience, have those gaps been acknowledged and addressed?</p>	
<p>PROBLEM:</p> <p>Does the team understand the customer problem that the product or service solves?</p>	
<p>VALUE PROPOSITION:</p> <p>Has the team clearly stated their value proposition? Is there a clear description of how their product/service addresses the customer need? Are benefits quantified?</p>	
<p>MARKET OPPORTUNITY:</p> <p>Has the team given a 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 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 (e.g., minimum viable product, customer agreements, channel partnerships)?</p>	
<p>REVENUE MODEL AND FINANCIAL PROJECTIONS:</p> <p>Has the team described how they will make money from each customer segment?</p> <p>Are the financials consistent with the overall plan? Are assumptions realistic?</p> <p>Has the team submitted five years of pro forma financial statements (income statement, statement of cash flows and balance sheet)?</p>	
<p>FUNDING AMOUNT REQUIRED AND SOURCES:</p> <p>Does the summary describe the amount, sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.), and timing of funding required?</p>	
<p>The plan includes <u>ALL</u> of the following required components:</p> <ul style="list-style-type: none"> • Team description • Problem description • Value Proposition • Description of market opportunity • Competitive strategy • Go to market strategy • Description of traction • Complete pro forma financial statements for five years <ul style="list-style-type: none"> ○ Income statement ○ Balance sheet ○ Cash flows 	<p>YES/NO</p>
<p>TOTAL</p>	

