## Written Business Plan Judging Criteria

<table>
<thead>
<tr>
<th>TEAM NAME:</th>
<th>Score based on 1 (lowest) to 5 (highest) or YES/NO as instructed</th>
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### OVERALL IMPRESSION OF BUSINESS PLAN:
- Does the business plan make the reader want to learn more?
- Is the summary well written and succinct?
- Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?

### TEAM:
- Does the summary adequately describe team members’ skills, experience, and roles?
- If the founding team is weak in either necessary skills or experience, have those gaps been acknowledged and addressed?

### PROBLEM:
- Does the team understand the customer problem that the product or service solves?

### VALUE PROPOSITION:
- 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?

### MARKET OPPORTUNITY:
- Has the team given a description of the size ($), growth potential, and composition of the market?

### COMPETITIVE STRATEGY:
- Has the team analyzed its competitive space?
- Does the summary clearly identify the company’s initial competitive advantage or differentiator?
- Does the team have an adequate strategy for defending their market position?
**GO TO MARKET STRATEGY:**

- Is it clear how the company will reach its initial customer?
- Does the summary identify a sales strategy?
- Is the distribution plan clearly defined and reasonable?

**TRACTION:**

- Has the team made progress toward any milestones (e.g., minimum viable product, customer agreements, channel partnerships)?

**REVENUE MODEL AND FINANCIAL PROJECTIONS:**

- Has the team described how they will make money from each customer segment?
- Are the financials consistent with the overall plan? Are assumptions realistic?
- Has the team submitted five years of pro forma financial statements (income statement, statement of cash flows and balance sheet)?

**FUNDING AMOUNT REQUIRED AND SOURCES:**

- Does the summary describe the amount, sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.), and timing of funding required?

The plan includes **ALL** of the following required components:

- 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
  - Income statement
  - Balance sheet
  - Cash flows

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**TOTAL**