

## Written Business Plan Rubric

This rubric provides the guidelines and scoring criteria for the 4–7-page written plan. Failure to submit a plan that is 4-7 pages and includes full financial statements as appendices will result in disqualification, no exceptions will be made. Scores range from 0 (the section is omitted completely) to 5.

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
<b>OVERALL IMPRESSION OF BUSINESS PLAN:</b> <ul style="list-style-type: none"> <li>• Does the plan engage the reader?</li> <li>• Does the business plan make the reader want to learn more? Is the summary well written and succinct?</li> <li>• Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?</li> </ul>	
<b>TEAM:</b> <ul style="list-style-type: none"> <li>• Does the summary describe team members' skills, experience, and roles and how they're uniquely positioned to build a great company</li> <li>• Are gaps in skills or experience acknowledged and addressed?</li> </ul>	
<b>PROBLEM:</b> <ul style="list-style-type: none"> <li>• Does the team understand the customer problem their product/service solves?</li> <li>• Is it clearly articulated and quantified?</li> </ul>	
<b>VALUE PROPOSITION:</b> <ul style="list-style-type: none"> <li>• Is the value proposition clearly stated? <ul style="list-style-type: none"> <li>• Does it describe how the product/service meets customer needs?</li> <li>• Are benefits quantified?</li> <li>• Has sufficient primary market research been conducted that demonstrates need for the products or services?</li> </ul> </li> </ul>	
<b>MARKET OPPORTUNITY:</b> <ul style="list-style-type: none"> <li>• Is the market size, addressable market, growth potential, and composition described?</li> </ul>	
<b>COMPETITIVE STRATEGY:</b> <ul style="list-style-type: none"> <li>• Has the team analyzed its competitive space?</li> <li>• Does the summary clearly identify the company's initial competitive advantage or differentiator?</li> <li>• Does the team have an adequate strategy for defending their market position?</li> </ul>	



# BUSINESS PLAN COMPETITION 26

	Score based on 0 (lowest) to 5 (highest)
<b>TEAM NAME:</b>	
<b>GO TO MARKET STRATEGY:</b> <ul style="list-style-type: none"> <li>• Is it clear how the company will reach its initial customer?</li> <li>• Is a sales strategy identified?</li> <li>• Is the distribution plan defined and reasonable?</li> </ul>	
<b>TRACTION:</b> <ul style="list-style-type: none"> <li>• Has the team made progress toward milestones (e.g., MVP, customer agreements, partnerships)?</li> </ul>	
<b>REVENUE MODEL AND FINANCIAL PROJECTIONS:</b> <ul style="list-style-type: none"> <li>• Is the revenue model described for each customer segment?</li> <li>• Are financials consistent with the plan and assumptions realistic?</li> <li>• Are five years of pro forma financial statements submitted (income statement, cash flows, balance sheet) and do they appear to be achievable?</li> </ul>	
<b>FUNDING AMOUNT REQUIRED AND SOURCES:</b> <ul style="list-style-type: none"> <li>• Is the amount of funding sufficient for the team to achieve its goals</li> <li>• Are the sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.) realistic and achievable</li> <li>• Have they laid out a realistic timeline for the fund raise?</li> </ul>	
<b>REQUIRED COMPONENTS (4-7 PAGES, EXCLUDING FINANCIALS):</b> <ul style="list-style-type: none"> <li>• Team description</li> <li>• Problem description</li> <li>• Value proposition</li> <li>• Market opportunity description</li> <li>• Competitive strategy</li> <li>• Go to market strategy</li> <li>• Traction description</li> <li>• Complete pro forma financial statements for five years (income statement, balance sheet, cash flows)</li> </ul>	YES/NO
<b>TOTAL</b>	

