

## 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?</li> <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>	
<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>	



TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
<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>	

