

## NEW BUSINESS EVALUATION FORM

Presented By \_\_\_\_\_

Approved By \_\_\_\_\_

### I. WRITTEN BUSINESS PLAN: (value = 40%)

Please evaluate the *Written Business Plan* using the criteria below:

#### 1. Executive Summary & Company Overview

(What problem are you solving? What is your business proposition for solving the problem? Who are your customers? Who are your competitors? How viable is your business? How do you make money? Executive Summary is clear & effective as a stand-alone document.)

|      |      |      |           |           |
|------|------|------|-----------|-----------|
| poor | fair | good | very good | excellent |
| 1    | 2    | 3    | 4         | 5         |

Comments/Questions: \_\_\_\_\_

#### 2. Products or Services

(What is the product or service? What are its attributes? Advantages and potential drawbacks? Why/how is your product/service more compelling than existing ones or the competition? What is the stage of development? Do you have a proprietary position or intellectual property protection planned or in place?)

|      |      |      |           |           |
|------|------|------|-----------|-----------|
| poor | fair | good | very good | excellent |
| 1    | 2    | 3    | 4         | 5         |

Comments/Questions: \_\_\_\_\_

#### 3. Market Need

(What specific conditions in the market have created the problem you are solving? How will your product/service take advantage of the opportunity? Who are your customers and what are their attributes? Clearly define your potential customers and why they will pay for your product or service.)

|      |      |      |           |           |
|------|------|------|-----------|-----------|
| poor | fair | good | very good | excellent |
| 1    | 2    | 3    | 4         | 5         |

Comments/Questions: \_\_\_\_\_

#### 4. Market Potential for Your Product or Service

(What are the characteristics of the market for your product or service? How will you reach the market? How big is the market opportunity: number of potential customers & annual sales? Can you narrow the market to a manageable segment? How will you dominate the market? e.g. through pricing, quality, geography, etc? Is there a market niche where you will have competitive advantage?)

|      |      |      |           |           |
|------|------|------|-----------|-----------|
| poor | fair | good | very good | excellent |
| 1    | 2    | 3    | 4         | 5         |

Comments/Questions: \_\_\_\_\_

#### 5. Competitive Advantage

(Competitive Matrix: Who are your competitors? Their strengths & weaknesses? Your strengths & weaknesses? How will you close the gap? How easily can competition close gap?)

|      |      |      |           |           |
|------|------|------|-----------|-----------|
| poor | fair | good | very good | excellent |
| 1    | 2    | 3    | 4         | 5         |

Comments/Questions: \_\_\_\_\_  
\_\_\_\_\_

**6. Management**

(Who are key team members and their respective roles? What are their relevant experiences and accomplishments? What other areas of expertise are you lacking? When will you need additional team members?)

| poor | fair | good | very good | excellent |
|------|------|------|-----------|-----------|
| 1    | 2    | 3    | 4         | 5         |

Comments/Questions: \_\_\_\_\_  
\_\_\_\_\_

**7. Financial Forecasts**

(Present in summary form, consistent with plan and effective in capturing financial performance; quarterly for first two years, annually for years 3-5.)

|  | poor | fair | good | very good | excellent |
|--|------|------|------|-----------|-----------|
| a. Income Statement                          | 1    | 2    | 3    | 4         | 5         |
| b. Balance Sheet                             | 1    | 2    | 3    | 4         | 5         |
| c. Funds Required & Uses                     | 1    | 2    | 3    | 4         | 5         |
| d. Key Assumptions<br>(trends, comparatives) | 1    | 2    | 3    | 4         | 5         |

Comments/Questions: \_\_\_\_\_  
\_\_\_\_\_

**Written Plan Additional Comments:**

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\_\_\_\_\_  
Team Name

\_\_\_\_\_  
Judge

**II. PRESENTATION** **(value = 40%)**

Please evaluate the *Business Plan Presentation* using the criteria below:

**1. Formal Presentation**

|  | poor | fair | good | very good | excellent |
|--|------|------|------|-----------|-----------|
| a. Materials presented in clear, logical form                              | 1    | 2    | 3    | 4         | 5         |
| b. Ability to relate need for the start up, convincing, compelling reasons | 1    | 2    | 3    | 4         | 5         |
| c. Ability to maintain judges' interest                                    | 1    | 2    | 3    | 4         | 5         |
| d. Quality of PowerPoint Slides  | 1    | 2    | 3    | 4         | 5         |

**2. Questions and Answers**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| a. Ability to understand judges' inquiries                              | 1 | 2 | 3 | 4 | 5 |
| b. Responds appropriately to judges' inquiries with substantive answers | 1 | 2 | 3 | 4 | 5 |
| c. Effective use of time allocated (minimal redundancy in slides)       | 1 | 2 | 3 | 4 | 5 |
| d. Poise and confidence (think effectively on their feet)               | 1 | 2 | 3 | 4 | 5 |

**Presentation Additional Comments:** \_\_\_\_\_

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\_\_\_\_\_ Team Name

\_\_\_\_\_ Judge

| <b>III. VIABILITY OF BUSINESS PROPOSED</b>   |                          |   |                                  |   | <b>(value = 20%)</b>   |
|--|--------------------------|---|----------------------------------|---|------------------------|
|  | Definitely<br>Not viable |   |                                  |   | Definitely<br>Viable   |
| <b>1. Market Opportunity</b><br>(clear market need & way to seize<br>the opportunity.)   | 1                        | 2 | 3                                | 4 | 5                      |
| <b>2. Distinctive Competence</b><br>(new venture presents something novel,<br>unique or special to provide competitive<br>advantage in target market.) | 1                        | 2 | 3                                | 4 | 5                      |
| <b>3. Management Capability</b><br>(team can effectively launch & develop<br>the venture.)   | 1                        | 2 | 3                                | 4 | 5                      |
| <b>4. Financial Understanding</b><br>(team has solid understanding of<br>financial requirements of the business.)                                      | 1                        | 2 | 3                                | 4 | 5                      |
| <b>5. Investment Potential and Plan Strength</b><br>Venture presents an investment opportunity<br>for {please check all that apply}:                   | <b>Weak Plan</b>         |   | <b>Adequate<br/>Initial Plan</b> |   | <b>Strong<br/>Plan</b> |
| Self-finance by founders   | 1                        | 2 | 3                                | 4 | 5                      |
| Investment by friends & family   | 1                        | 2 | 3                                | 4 | 5                      |
| Investment by private individuals/angels   | 1                        | 2 | 3                                | 4 | 5                      |
| Investment by early stage venture capitalists  | 1                        | 2 | 3                                | 4 | 5                      |