

| Evaluation Item  | Not Demonstrated | Does Not Meet Expectation | Meets Expectation | Exceeds Expectation | Points Earned |
|--|------------------|---------------------------|-------------------|---------------------|---------------|
| <b>CONTENT</b>   |                  |                           |                   |                     |               |
| <b>Executive Summary</b> <ul style="list-style-type: none"> <li>• Convinces reader that business concept is sound and has a reasonable chance of success</li> <li>• Is concise and effectively written</li> </ul>  | 0                | 1–7                       | 8–14              | 15–20               |               |
| <b>Company Profile</b> <ul style="list-style-type: none"> <li>• Legal form of business</li> <li>• Effective date of business</li> <li>• Company mission statement/vision</li> <li>• Company ownership</li> <li>• Company location(s)</li> <li>• Immediate development goals</li> <li>• Overview of company's financial status</li> </ul> | 0                | 1–5                       | 6–10              | 11–15               |               |
| <b>Industry Analysis</b> <ul style="list-style-type: none"> <li>• Description of industry (size, growth rates, nature of competition, history)</li> <li>• Trends and strategic opportunities within industry</li> </ul>  | 0                | 1–5                       | 6–10              | 11–15               |               |
| <b>Target Market &amp; Customer Profile</b> <ul style="list-style-type: none"> <li>• Target market defined (size, growth potential, needs)</li> <li>• Effective analysis of market's potential, current patterns, and sensitivities</li> <li>• Description of target customers</li> </ul>  | 0                | 1–5                       | 6–10              | 11–15               |               |
| <b>Competition</b> <ul style="list-style-type: none"> <li>• Key competitors identified</li> <li>• Effective analysis of competitors' strengths and weaknesses</li> <li>• Potential future competitors</li> <li>• Barriers to entry for new competitors defined</li> </ul>  | 0                | 1–5                       | 6–10              | 11–15               |               |
| <b>Marketing Plan and Sales Strategy</b> <ul style="list-style-type: none"> <li>• Key message to be communicated identified</li> <li>• Marketing &amp; Promotional activities identified</li> <li>• Sales procedures and methods defined</li> </ul>  | 0                | 1–5                       | 6–10              | 11–15               |               |
| <b>Operations</b> <ul style="list-style-type: none"> <li>• Business facilities described</li> <li>• Production plan defined and analyzed</li> <li>• Workforce plan defined and analyzed</li> <li>• Impact of technology</li> </ul>   | 0                | 1–5                       | 6–10              | 11–15               |               |
| <b>Management and Organization</b> <ul style="list-style-type: none"> <li>• Key employees/principals identified</li> <li>• Board, advisory committee, consultants and other human resources identified</li> </ul>  | 0                | 1–5                       | 6–10              | 11–15               |               |

|   |   |     |      |                  |       |
|---|---|-----|------|------------------|-------|
| <ul style="list-style-type: none"> <li>Plan for identifying, recruiting, and securing key participants described</li> <li>Compensation and incentives plan</li> </ul>   |   |     |      |                  |       |
| <b>Long-term Development</b> <ul style="list-style-type: none"> <li>Goals for three-, five- or more years are identified and documented</li> <li>Risks and potential adverse results identified and analyzed</li> <li>Strategy in place to take business toward long-term goals</li> </ul>  | 0 | 1–5 | 6–10 | 11–15            |       |
| <b>Financials</b> <ul style="list-style-type: none"> <li>Type of accounting system to be used is identified</li> <li>Financial projections are included and reasonable</li> <li>1<sup>st</sup> year monthly cash flow</li> <li>1<sup>st</sup> year monthly income statement</li> <li>Projected income statements for years 1-3</li> </ul> | 0 | 1–7 | 8–14 | 15– 20           |       |
| <b>Supporting Documents</b> <ul style="list-style-type: none"> <li>May include resumes for the owners/management team, sales contracts or letters of intent, market research data, etc.</li> </ul>  | 0 | 1–5 | 6–10 | 11–15            |       |
| <b>Plan Format</b>  |   |     |      |                  |       |
| Clear and concise presentation with logical arrangement of information  | 0 | 1–3 | 4–7  | 8–10             |       |
| Professional written presentation appropriate to audience   | 0 | 1–2 | 3–4  | 5                |       |
| Correct grammar, punctuation, spelling, and acceptable business style   | 0 | 1–3 | 4–7  | 8–10             | _____ |
| <b>Business Plan Total Points</b>   |   |     |      | <b>/200 max.</b> |       |

Name(s): \_\_\_\_\_

Business: \_\_\_\_\_

Owner: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Judge's Comments: \_\_\_\_\_



# SCORE BUSINESS PLAN COMPETITION

## Performance Rating Sheet

Rank \_\_\_\_\_

| Evaluation Item  | Not Demonstrated | Does Not Meet Expectation | Meets Expectation | Exceeds Expectation | Points Earned |
|--|------------------|---------------------------|-------------------|---------------------|---------------|
| <b>Content</b>   |                  |                           |                   |                     |               |
| Description of business concept and company profile  | 0                | 1-2                       | 3-4               | 5                   |               |
| Marketing aspects of business are thoroughly covered   | 0                | 1-5                       | 6-10              | 11-15               |               |
| Description of operations and management plans   | 0                | 1-3                       | 4-7               | 8-10                |               |
| Financial documents and projections are reasonable easy to understand                          | 0                | 1-7                       | 8-14              | 15-20               |               |
| Risks are anticipated, analyzed and planned for  | 0                | 1-3                       | 4-7               | 8-10                |               |
| Long-term goals are identified and reasonable  | 0                | 1-3                       | 4-7               | 8-10                |               |
| <b>Delivery</b>  |                  |                           |                   |                     |               |
| Statements are well-organized and clearly stated;<br>Appropriate business language used        | 0                | 1-3                       | 4-7               | 8-10                |               |
| Demonstrates self-confidence, poise, and good voice projection                                 | 0                | 1-2                       | 3-4               | 5                   |               |
| All team members actively participate in the presentation                                      | 0                | 1-2                       | 3-4               | 5                   |               |
| Demonstrates the ability to effectively answer questions regarding business start-up logistics | 0                | 1-3                       | 4-7               | 8-10                |               |
| <b>Presentation Score</b>  |                  |                           |                   |                     | /100 max.     |
| <b>Plan Score</b>  |                  |                           |                   |                     | /200 max.     |
| <b>Final Score (add presentation and report score)</b>   |                  |                           |                   |                     | /300 max.     |

Name(s): \_\_\_\_\_

Business: \_\_\_\_\_

Owner: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Judge's Comments: \_\_\_\_\_