



SCORE BUSINESS PLAN COMPETITION

Report Rating Sheet

Rank _____

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

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

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
Content					
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	
Delivery					
Statements are well-organized and clearly stated; 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	
Presentation Score					/100 max.
Plan Score					/200 max.
Final Score (add presentation and report score)					/300 max.

Name(s): _____

Business: _____

Owner: _____

Judge's Signature: _____

Date: _____

Judge's Comments: