2020 Business Plan Competition: Executive Summary Judging Criteria

The following criteria are to be used to evaluate 1 page executive summaries. Score from 1 (lowest) to 5 (highest)

	Score based on 1 (lowest) to 5 (highest)
OVERALL IMPRESSION OF EXECUTIVE SUMMARY: Does the summary make the reader want to learn more? Is the summary well written and succinct? Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?	
TEAM: Does the summary adequately describe team members' skills, experience, and roles? If the founding team is weak in either necessary skills or experience, have those gaps been acknowledged and addressed?	
PROBLEM: Does the team understand the customer problem the product or service solves?	
VALUE PROPOSITION: Has the team clearly stated their value proposition? Is there a clear description of how their product/service addresses the customer need and benefits quantified?	
MARKET OPPORTUNITY: Has the team given a description of the size ($), growth potential and composition of the market?	
COMPETITIVE STRATEGY: Has the team identified its direct and indirect competitors? Does the summary clearly identify the company's initial competitive advantage or differentiator?	
GO TO MARKET STRATEGY: Does the summary articulate a strategy to get, grow and keep customers? Is the distribution plan clearly defined and reasonable?	

TRACTION: Has the team made progress toward any milestones (licenses, patents, customer agreements or channel partnerships)?	
REVENUE MODEL AND FINANCIAL PROJECTIONS: Has the team described how they will make money from each customer segment? Has the team displayed pro forma five year revenue, expenses and net in a chart?	
FUNDING AMOUNT REQUIRED AND SOURCES: Does the summary describe the amount, sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.), and timing of funding required?	

TOTAL _____