



**Written Plan Evaluation**

Categories	Scoring
<b>Opportunity/Need (20%)</b>	assign a point value 0-20
•Describes the market opportunity	
•Describes the compelling need for the product or service, how severe is this problem	
•What trends are favorable for the business	_____
•Why is now the time to sell this product/service	
<b>Product/Service (15%)</b>	assign a point value 0-15
•Describes the key features and benefits, current stage of development, and VALUE PROPOSITION	
•Why will customers want to buy (how is it different or better than the current offerings)	_____
•How is this the APPROPRIATE SOLUTION to the problem/need	
<b>Intellectual Property (5%)</b>	assign a point value 0-5
•All points awarded only if the venture has secured license to or ownership of intellectual property	_____
•Partial points awarded if the Potential to secure intellectual property exists	
<b>Industry Analysis (10%)</b>	assign a point value 0-10
•Provides the size, demographics, trends, life cycle stage and growth rate of the industry	
•Is this an attractive industry to enter	
•Thorough awareness of competitors and how to differentiate in the market	_____
•What have they learned from talking to distributors, competitors, retailers, etc.	
<b>Marketing (10%)</b>	assign a point value 0-10
•Are they focusing on the correct customer for their target market	
•What methods will they use to raise awareness of their product and gain interest from the customer	
•Are these effective marketing techniques for this type of product and business	_____
•Explains knowledge acquired by talking to potential customers	
<b>Operating Strategies (10%)</b>	assign a point value 0-10
•They know How the product/service will be created (make or buy) and delivered to the customer	
•What role will strategic partnerships play in the venture (suppliers, distributors, etc.)	_____
•Have they secured the necessary suppliers, vendors, distributors, etc. to make this happen	
<b>Founding (Management) Team (15%)</b>	assign a point value 0-15
•Who is the founding team and do they have the skills needed to succeed	
•What advisors are needed for this type of business and did they secure them	_____
•What are the gaps and what will they do to fill them	
<b>Financing/Profit Potential (10%)</b>	assign a point value 0-10
•Know How much money is needed and how they will acquire it	
•Team presents a Realistic assessment of cash requirements—inflows and outflows	
•Expected Profit margin (%), and amount of profit	
•Knowledge of when the business will break even and become profitable	_____
•Demonstrates potential to generate levels of revenue and profit to sustain and grow over time	
<b>Writing (5%)</b>	assign a point value 0-5
•Professionalism of document (spelling, grammar, format, vocabulary, use of charts, diagrams)	_____

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

Total \_\_\_\_\_ /100