

Business Plan Evaluation

Company: _____

I. Written Business Plan (60%)

Please evaluate the written business plan on the following aspects:

(Using this rating system: 1 = very poor, 2 = poor, 3 = fair, 4 = adequate, 5 = good, 6 = very good, 7 = excellent)

1. Executive Summary (5%)

(Clear, exciting and effective as a stand-alone overview of the plan)

1 2 3 4 5 6 7

Comments/Questions _____

2. Company Overview (5%)

(Business purpose, history, genesis of concept, current status, overall strategy and objectives)

1 2 3 4 5 6 7

Comments/Questions _____

3. Products or Services (10%)

(Description, features and benefits, pricing, current stage of development, proprietary position)

1 2 3 4 5 6 7

Comments/Questions _____

4. Market and Marketing Strategy (10%)

(Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, sales/promotion)

1 2 3 4 5 6 7

Comments/Questions _____

5. Operations (15%)

(Plan for production / delivery of product or services, product cost, margins, operating complexity, resources required)

1 2 3 4 5 6 7

Comments/Questions _____

6. Management (10%)

(Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure)

1 2 3 4 5 6 7

Comments/Questions _____

In rating each of the above, please consider the following questions:

- Is this area covered in adequate detail?
- Does the plan show a clear understanding of the elements that should be addressed?
- Are the assumptions realistic and reasonable?
- Are the risks identified and the ability to manage those risks conveyed?

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7. Summary Financials (10%)

Presented in summary form and are easy to read and understand.

Consistent with plan and effective in capturing financial performance; Monthly for year 1, Quarterly for years 2-3, annually for years 4-5.

a. Cash Flow Statement	1	2	3	4	5	6	7
b. Income Statement	1	2	3	4	5	6	7
c. Balance Sheet	1	2	3	4	5	6	7
d. Funds Required/Uses	1	2	3	4	5	6	7
e. Assumptions/Trends/Comparatives	1	2	3	4	5	6	7

Comments/Questions _____

8. Viability (20%)

(Market opportunity, distinctive competence, management understanding, investment potential)

	1	2	3	4	5	6	7
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Comments/Questions _____

9. Brevity and Clarity (5%)

(Is the plan approximately 25 pages with minimal redundancy)

	1	2	3	4	5	6	7
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Comments/Questions _____

10. Offering (10%)

(Proposal/terms to investors--indicates how much needed, the ROI, the structure of the deal, and possible exit strategies)

	1	2	3	4	5	6	7
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Comments/Questions _____

Additional Comments

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II. Viability of Company (40%)

	Definitely No					Definitely Yes	
1. Market Opportunity (20%) (There is a clear market need presented as well as a way to take advantage of that need.)	1	2	3	4	5	6	7
2. Distinctive Competence (20%) (The company provides something novel/unique/special that gives it a competitive advantage in its market.)	1	2	3	4	5	6	7
3. Management Capability (20%) (This team can effectively develop this company and handle the risks associated with the venture.)	1	2	3	4	5	6	7
4. Financial Understanding (20%) (This team has a solid understanding of the financial requirements of the business.)	1	2	3	4	5	6	7
5. Investment Potential (20%) (The business represents a real investment opportunity in which you would consider investing.)	1	2	3	4	5	6	7

Company Strengths

Company Weaknesses

Additional Comments