

HBCU/MI BUSINESS PLAN COMPETITION

Judge's Evaluation

Company: _____ Judge Number: _____

In rating each of the sections, 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 reasonable?
- Are the risks identified and the ability to manage those risks conveyed?

Ratings system: 1 = very poor, 2 = poor, 3 = fair, 4 = adequate, 5 = good, 6 = very good, 7 = excellent

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Written Business Plan

Please evaluate the written business plan on the following aspects:

1. Executive Summary (5%)

(Is it a clear, exciting, and effective 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

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Written Business Plan Continued

Please evaluate the written business plan on the following aspects:

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, role of any non-student executive, which students will execute plan)

1 2 3 4 5 6 7

Comments/Questions

7. Summary Financials (10%)

(Presented in summary form and are easy to understand; Consistent with plan and effective in capturing financial performance; monthly for 1 year, quarterly for years 2-3, and 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	1	2	3	4	5	6	7

Comments/Questions

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Written Business Plan Continued

Please evaluate the written business plan on the following aspects:

8. 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

Comments/Questions

9. Viability (20%)

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

1 2 3 4 5 6 7

Comments/Questions

10. Brevity and Clarity (5%)

(Is the plan approximately 25 pages with minimal redundancy)

1 2 3 4 5 6 7

Additional Comments:

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Presentation

Please evaluate the presentation on the following aspects:

1. Formal Presentation (50%)

- a. Materials presented in clear, logical and/or sequential form

1 2 3 4 5 6 7

- b. Ability to relate need for the company with meaningful examples and practical applications

1 2 3 4 5 6 7

- c. Ability to maintain judges interest

1 2 3 4 5 6 7

- d. Quality of visual aids

1 2 3 4 5 6 7

2. Questions and Answers

- a. Ability to understand judges' inquiries

1 2 3 4 5 6 7

- b. Appropriately respond to judges inquiries with substantive answers

1 2 3 4 5 6 7

- c. Use of time allocated (minimal redundancy)

1 2 3 4 5 6 7

- d. Poise and confidence (think effectively on their feet)

1 2 3 4 5 6 7

Strengths of Presentation

Weaknesses of Presentation

Viability of the Company (40%)

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Please evaluate the viability of the company on the following aspects:

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

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