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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Judge’s Evaluation

Company: ____________________________ Judge Number: ____________________________

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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Judge’s Evaluation

Company: ____________________________________________ Judge Number: ____________________________

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

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Company Strengths

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Company Weaknesses

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Additional Comments

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