



2009 Regnier Family Foundations Venture Creation Challenge

Business Plan Criteria and Evaluation Form

Team Number:	Judge Number: <input type="checkbox"/> Advancing <input type="checkbox"/> Not Advancing <input type="checkbox"/> Advancing with Conditions
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Business Plan	Title: _____	Completed? Y / N
Judge's Overall Comments / Suggestions: _____ _____ _____		

Do you think this business plan can feasibly be executed and succeed in the real world?

Yes *No*

TOTAL SCORE: _____

Please evaluate the complete business plan on the following aspects:

1 = poor, 2 = fair, 3 = good, 4 = excellent

A. Executive Summary (Single Weight)

SECTION SCORE: _____

I. Does the summary adequately describe the opportunity and does the opportunity make sense?

1 2 3 4

Comments/Questions _____

II. Does the summary provide key information about the business opportunity and potential?

1 2 3 4

Comments/Questions _____

III. Does the summary create interest in and excitement for this concept?

1 2 3 4

Comments/Questions _____

B. Key Executives and Management Team (Single Weight) SECTION SCORE: _____

I. Have the key people and their positions been clearly assembled and specified?

1 2 3 4

Comments/Questions _____

II. Does this management team have the skills required to execute the plan?

1 2 3 4

Comments/Questions _____

C. Company Overview (Single Weight) SECTION SCORE: _____

I. Does the plan adequately describe the nature of the business and form of organization?

1 2 3 4

Comments/Questions _____

II. Does the plan briefly state the company's vision and goal?

1 2 3 4

Comments/Questions _____

III. Does the plan clearly address the company's strategy and competitive advantages?

1 2 3 4

Comments/Questions _____

D. Product and Service Strategy (Triple Weight) SECTION SCORE: _____

I. Does the plan clearly describe the product and/or service the company offers?

1 2 3 4

Comments/Questions _____

II. Does the plan adequately address how customer needs will be solved by the product and/or service?

1 2 3 4

Comments/Questions _____

III. Does the plan clearly address why and how the product and/or service is competitive in the market?

1 2 3 4

Comments/Questions _____

E. Market Research and Analysis (Triple Weight)

SECTION SCORE: _____

I. Does the plan clearly provide details about relevant industry and market segment? (3 points)

1 2 3 4

Comments/Questions _____

II. Does the plan adequately indicate the target customer, market size and trends? (3 points)

1 2 3 4

Comments/Questions _____

III. Does the plan adequately analyze the competition, competitive risk and other overall risks? (3 points)

1 2 3 4

Comments/Questions _____

F. Marketing Strategy (Triple Weight)

SECTION SCORE: _____

I. Is it clear and achievable how the company will promote and advertise to reach its customers? (3 points)

1 2 3 4

Comments/Questions _____

II. Does the plan clearly address pricing strategy? (3 points)

1 2 3 4

Comments/Questions _____

III. Does the plan clearly outline the sales methods? (3 points)

1 2 3 4

Comments/Questions _____

G. Operations (Triple Weight)

SECTION SCORE: _____

I. Does the plan clearly describe how the company will make and/or deliver its product and/or service, including employees?

1 2 3 4

Comments/Questions _____

II. Does the plan clearly address suppliers, distributors and outsourcing partners?

1 2 3 4

Comments/Questions _____

H. Traction (Single Weight)

SECTION SCORE: _____

I. Has the team made progress toward key milestones (licenses, patents, etc.)?

1 2 3 4

Comments/Questions _____

II. Has the company signed agreements or contracts with customers or channel partners?

1 2 3 4

Comments/Questions _____

I. Summary Financials (Double Weight)

SECTION SCORE: _____

I. Does the plan present key financial statements (income statement, cash flow statement, and balance sheet)?

1 2 3 4

Comments/Questions _____

II. Are these financial statements reasonable and consistent with the overall plan?

1 2 3 4

Comments/Questions _____

III. Does the financial plan present reasonably attained funds needed to start up?

1 2 3 4

Comments/Questions _____

J. Brevity and Clarity (Single Weight)

SECTION SCORE: _____

I. Overall, is the plan well written, well structured and organized?

1 2 3 4

Comments/Questions _____

Note:

In sections with Single Weight, Double Weight or Triple Weight, each score will be multiplied with 0.5, 1, and 1.5 respectively. The total score is 100.