

New Venture Ideation Award—Judge’s Evaluation Form

Plan Name: _____ Judge Name: _____

Part 1: Written Business Plan

Please evaluate the written business plan on the following aspects:
(Rating System: 1=very poor, 2=poor, 3=fair, 4=adequate, 5=good, 6=very good, 7=excellent)

Please consider the following questions in your evaluation:

- *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 addressed?*

1. Executive Summary 1 2 3 4 5 6 7

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

Comments/Questions: _____

2. Market Analysis & Strategy 1 2 3 4 5 6 7

(Analysis of size, growth, trends, market segments, customers, and competition. Convincing description of target market, product/service, pricing distribution, sales, advertising, and promotion)

Comments/Questions: _____

3. Competitive Advantage 1 2 3 4 5 6 7

(Resources and capabilities, barriers that can be established, sustainability)

Comments/Questions: _____

4. Operational Plan & Organization 1 2 3 4 5 6 7

(Plan for production/delivery of product or service, cost, operating complexity, required resources; backgrounds of key individuals, organization structure, board of advisors)

Comments/Questions: _____

5. Financial Plan 1 2 3 4 5 6 7

(Consistent with plan and effective in capturing financial performance. Key assumptions of risks, growth, margins, major expenditures, and seasonality are clearly and realistically represented.)

Comments/Questions: _____

6. Brevity and Clarity 1 2 3 4 5 6 7

(Clearly written with a logical flow and minimum redundancy. Good use of graphics, charts, and tables.)

Comments/Questions: _____

Part 2: Presentation

Please evaluate the business plan presentation on the following aspects:

(Rating System: 1=very poor, 2=poor, 3=fair, 4=adequate, 5=good, 6=very good, 7=excellent)

1. Formal Presentation

- a. Materials presented in clear, logical 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' questions 1 2 3 4 5
6 7
- b. Appropriately respond to judges' questions with substantive answers 1 2
3 4 5 6 7
- c. Poise and confidence (ability to think effectively on their feet). 1 2 3
4 5 6 7

Comments/Questions: _____

Strengths of Presentation:

Weaknesses of Presentation:

Part 3: Overall Viability of Company

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

(Rating System: 1=very poor, 2=poor, 3=fair, 4=adequate, 5=good, 6=very good, 7=excellent)

Market Opportunity 1 2 3 4 5 6 7

(There is a clear market need presented, as well as a way to take advantage of that need.)

Unique Benefits 1 2 3 4 5 6 7

(The company provides something novel/unique/special that differentiates it in the market.)

Competitive Advantage 1 2 3 4 5 6 7

(The major competitors are described. The competitive advantage is sustainable.)

Organization 1 2 3 4 5 6 7

(Team can effectively develop the company or understands the additions to the organization that are required. Team can handle the risks associated with the venture.)

Financial Understanding 1 2 3 4 5 6 7

(The financial projections are realistic. The key assumptions are explained and are reasonable.)

Investment Opportunity 1 2 3 4 5 6 7

(The business represents a real investment opportunity in which you would hypothetically consider investing.)

Venture Strengths:

Venture Weaknesses: