

Idaho Entrepreneur Challenge

Judge's Evaluation: Business Plan Track

Team/Company: _____ Group: Blue Orange Judge: _____

I. Written Business Plan (30%)

Please evaluate the written business plan on the following aspects:

(Using this rating system: 1 = incomplete, 2 = very poor, 3 = poor, 4 = fair, 5 = adequate, 6 = acceptable 7= good, 8=very good ,9=excellent 10=Professional)

1. Executive Summary (5%)

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

1 2 3 4 5 6 7 8 9 10

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 8 9 10

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 8 9 10

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 8 9 10

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 8 9 10

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 8 9 10

Comments/Questions _____

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

Is this area covered in adequate detail?

Is there 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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Written Business Plan (continued)

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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: For example, 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	8	9	10
b. Income Statement	1	2	3	4	5	6	7	8	9	10
c. Balance Sheet	1	2	3	4	5	6	7	8	9	10
d. Funds Required/Uses	1	2	3	4	5	6	7	8	9	10
e. Assumptions/Trends/Comparatives	1	2	3	4	5	6	7	8	9	10

Comments/Questions _____

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	8	9	10
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Comments/Questions _____

9. Viability (20%)

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

1	2	3	4	5	6	7	8	9	10
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Comments/Questions _____

10. Brevity and Clarity (5%)

(Is the plan 10 pages or less with minimal redundancy)

1	2	3	4	5	6	7	8	9	10
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Comments/Questions _____

Additional Comments

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II. Presentation (30%)

(Using this rating system: 1 = incomplete, 2 = very poor, 3 = poor, 4 = fair, 5 = adequate, 6 =acceptable 7= good, 8=very good ,9=excellent 10=Professional)

1. Formal Presentation (50%)

- | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| a. Materials presented in clear, logical and/or sequential form. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| b. Ability to relate need for the company with meaningful examples, and practical applications. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| c. Ability to maintain judges' interest. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| d. Quality of Visual Aids. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

2. Questions and Answers (50%)

- | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| a. Ability to understand judges' inquiries. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| b. Appropriately respond to judges' inquiries with substantive answers. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| c. Use of time allocated (minimal redundancy). | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| d. Poise and confidence (think effectively on their feet). | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Strengths of Presentation

Weaknesses of Presentation

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III. Viability of Company (40%)

	1	2	3	4	5	6	7	8	9	10
1. Market Opportunity (20%) (There is a clear market need presented as well as a way to take advantage of that need.)										
2. Distinctive Competence (20%) (The company provides something novel/unique/special that gives it a competitive advantage in its market.)										
3. Management Capability (20%) (This team can effectively develop this company and handle the risks associated with the venture.)										
4. Financial Understanding (20%) (This team has a solid understanding of the financial requirements of the business.)										
5. Investment Potential (20%) (The business represents a real investment opportunity in which you would consider investing.)										

Company Strengths

Company Weaknesses

Additional Comments