

Judge's Rating Sheet
Business Plan Evaluation: Written
Syracuse Business Plan Competition
April 2004

Name of Concept _____

Please rate the written plan first on each of the nine content areas listed in Part I below, and then rate the overall document in Part II. Your written comments are also very much appreciated and will be shared with the team.

I. Coverage of Key Components (please rate each area below on a 5-point scale where 1 = poor, 5 = excellent)

- a. The Opportunity (forces creating the opportunity, size of the opportunity , market need) _____
- b. The Business Concept and Product(s) (core concept for capitalizing on the opportunity, products/services, benefits) _____
- c. The Market (definition, size, market potential, target audience, purchase decision maker & process) _____
- d. Operations (staffing requirement, how product or service will be produced, delivered, supported, logistics) _____
- e. Marketing (pricing, promotion, selling, distribution, customer service) _____
- f. Non-financial resource requirements (people, facilities, etc) _____
- g. Venture financing (money needed, from where, how investors will receive their return, rate of return to them) _____
- h. Economics of the Business (margins, breakeven, cost structure, how we will make our money) _____
- i. Financials (projected cash flow, income statement, balance sheet) _____

II. Overall Document (again, please rate each area below on a 5-point scale where 1 = poor, 5 = excellent)

- a. Creativity _____
- b. Pragmatism/Realism _____
- c. Completeness/Comprehensiveness _____
- d. Internal Consistency _____
- e. Writing Style _____
- f. Professionalism of the Document _____

III. Overall Recommended Score (100 = outstanding---I want to invest)

Written Comments on the Written Plan (Continue on reverse side if you need more space):
