

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

Name of Concept _____

Please rate the presentation of the business plan first on each of the nine content areas listed in Part I below, and then rate the overall presentation 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 (core concept for capitalizing on the opportunity, products/services, benefits) _____
- c. The Market (definition, size, market potential, target audience, purchase decision process) _____
- d. Operations (staffing requirement, how product or service will be produced, delivered, supported) _____
- e. Marketing (pricing, promotion, selling, distribution, logistics) _____
- f. Economics of the Business (margins, breakeven, cost structure, how we will make our money) _____
- g. Financials (projected cash flow, income statement, balance sheet, how much money we need, how we will get it, how financiers will get their return) _____

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

- a. Powerpoint or other audio visuals _____
- b. Ability to capture audience attention _____
- c. Completeness of the presentation _____
- d. Mastery of facts and material related to venture _____
- e. Professionalism of the presentation _____
- f. Handling of questions _____

III. Overall Recommended Score (100 = outstanding)

Written Comments on the Presentation of the Venture (Continue on reverse side if you need more space):

