

## Donald W. Reynolds Governor's Cup Written Business Plan Scorecard

### High Growth Division

Category	Description	Score Range
1. Executive Summary and Overview	<ul style="list-style-type: none"> <li>• Clear, exciting, and effective as a stand-alone overview of the plan; includes brief description of each succeeding section of the plan; can be read in 5 minutes.</li> <li>• Presents a vision, history, current status, strategy, goals, mission and objectives for the business.</li> </ul>	0 to 15 Points
2. Products or Services	<p>Describes the key features and benefits, current stage of development, proprietary position, and competitive advantages of the product or service.</p> <ul style="list-style-type: none"> <li>• Clearly solves customer problem</li> <li>• Customer value proposition is significant</li> <li>• Dramatic improvement over current offerings</li> <li>• Clear development path to Introduction</li> <li>• High Gross Margin</li> <li>• Intellectual Property protection (Patent, copyright, or trade secret)</li> <li>• Platform technology and/or multiple market opportunities</li> <li>• Scalability</li> <li>• Commercializes new technology or applies existing technology in a novel way. Technology, for purposes of this competition, means any one of the following:               <ul style="list-style-type: none"> <li>• The commercialization of new technology focused in the following areas:                   <ul style="list-style-type: none"> <li>• Advanced Materials</li> <li>• Agriculture, Food Production or Processing</li> <li>• Life Sciences, Biotechnology and Bioengineering</li> <li>• Environmental</li> <li>• Manufacturing Systems</li> <li>• Transportation and Logistics</li> <li>• Information Technology</li> </ul> </li> </ul> </li> </ul>	0 to 20 Points
3. Market and Competitive Analysis	<p>Presents the growth trends and key driving forces of the industry; identifies the key characteristics and needs of the target market(s); assesses the competitive environment; demonstrates market acceptance for the product or service.</p> <ul style="list-style-type: none"> <li>• Large Aggregate Market Opportunity in \$'s</li> <li>• Specific Target Market Identified</li> <li>• Identify Distribution Channel to Reach Target Market</li> <li>• Rapid Sales Growth Opportunity</li> <li>• Current and Projected Market Shares</li> </ul>	0 to 20 Points
4. Management Team	<p>Backgrounds and roles of key individuals; history and ability to work as an effective team; personnel needs; organizational structure.</p>	0 to 10 Points
5. Operating Strategies	<p>Addresses the marketing, production, research and development, personnel, administrative, and financial strategies for the proposed firm.</p>	0 to 10 Points

6. Cash Flow, Income Statement, and Balance Sheet	<ul style="list-style-type: none"> <li>• Presents a realistic assessment of cash requirements -inflows and outflows; cash flow statement is consistent with operating and marketing strategies outlined in the body of the plan; cash flow statement information is projected annually for years 1-5.</li> <li>• Demonstrates realistic and attractive income potential of the business; the income statement is consistent with the operating and marketing strategies outlined in the body of the plan; income statement information is projected annually for years 1-5.</li> <li>• Presents a realistic assessment of the working capital and fixed asset requirements of the business; appropriately reflects the projected capital structure of the business (long term debt and equity positions); balance sheet information is projected annually for years 1-5.</li> </ul>	0 to 7 Points
7. Funds Required/ Used	Clear and concise presentation of amount, timing, type and use of funds required for venture.	0 to 3 Points
8. Offering	Clearly articulates the proposal/terms to investors; identifies what entrepreneur is seeking from investors; states how much equity will be given up in return for investment capital; presents a realistic assessment of ROI potential; presents an appropriate deal structure and possible exit scenarios.	0 to 5 Points
9. Critical Risks	Realistically identifies the major internal and external critical risks that could threaten the business and presents viable contingency plans to address these issues.	0 to 10 Points
10. Overall Comments		n/a