

## Small Business Oral Competition Scorecard

Team:

Judge:

Total Score: 0

Using this rating system, please evaluate the written plan on the following aspects using the blue score boxes:

0 = not addressed, 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

<b>Executive Summary</b>		Score	Comments:
1	The executive summary is clear, concise, and communicates the overall new business opportunity in context of an integrated market, product/service, capital, and execution prospective. The executive summary can function as a stand-alone document.		
<b>Business Description</b>		Score	Comments:
	Contains a brief historical background of the business, the customer benefits associated with the innovative product/service offering, and the vision for the business.		
2	Provides an understanding of the organizational structure and history of the business, including past and current funding methods.		
3	Identifies a realistic unmet market need for the product/service being offered and highlights an innovative product or service to satisfy this need.		
<b>Market Analysis</b>		Score	Comments:
	Describes the overall marketing plan of the company.		
4	The customer problem and a superior innovative solution is clearly identified and well described.		
5	The intended target market niche and early customer adopters (or first movers) is clearly defined.		
6	Differentiates the superiority of the innovative product/service over competitors.		
7	The aggregate market is sufficient to sustain operations and presents significant future growth potential.		
<b>Competition and Marketing Strategy</b>		Score	Comments:
	Describes the unique competitive advantages of the company.		
8	The nature of the competition is clear and detailed, and includes potential risks and challenges they may present.		

9	The sales & distribution channel is aligned with the customer purchasing preferences or process.		
10	The company's go-to-market strategy is thorough, organized, easy to follow, and feasible.		
11	The company's sales and marketing strategy will establish a strong competitive position in the target market.		
<b>Operations</b>			Comments:
	Describes the issues included in the operational plan.	Score	
12	The current, along with any incremental, development stage of the product or service is clearly identified and any associated risks and/or barriers, such as regulatory approvals.		
13	The current ability and/or any incremental operational plans exist, either internally or via outsourcing, to commercially produce the product or service and related costs are realistic.		
14	Post product or service sale customer service and/or support functions exist to ensure the ongoing product or service reputation of the business.		
<b>Organization and Management</b>			Comments:
	Describes the structure of the business and includes current and projected key members' backgrounds and responsibilities.	Score	
15	The management team, current and planned future hires, has the necessary breadth of business experience & skills, and appropriate industry experience to manage the growing business.		
16	The overall staffing plan, current and planned employee hires, is realistic and correlates with the projected business expansion and corresponding required skill sets.		
17	Corporate governance, relative to the business size, has been adequately addressed.		
<b>Financial Plan</b>			Comments:
	Describes the company's current and projected performance.	Score	
18	The funding requirements, thru a Source & Use of Funds, are clear, well described and realistic.		
19	An integrated set, including an Income Statement, Balance Sheet, & Cash Flow Statement, of annual financial projections for three to five years.		
20	Key financial assumptions, covering both the Income Statement and Balance Sheet, are briefly summarized (Note: Key revenue related assumptions can be included in marketing section).		

21	All the capital acquisition valuations, the terms & conditions associated with the required capital, and potential returns, including Exit alternatives for equity capital, are reasonable.		Comments:
<b>Overall Impression</b>			
	Rate your overall impression of the concept, viability of the business, management team strength, market dynamic and investment criteria.	Score	
22	The business opportunity as proposed is reasonable, realistic, and achievable.		
23	The business opportunity as proposed addresses the need of the customers, the employees, vendors, business partners, and shareholders.		
24	Clear, interesting visual aids help explain the business idea and concepts. May bring sample products, but no food drink or promotional giveaways may be given to the judges.		
25	The pace and content of the presentations is appropriate for an investment audience, the judges' questions are answered clearly and concisely.		