

High Growth Division Written Scorecard

Category	Description	Score Range	Score	Comments
1. Executive Summary and Overview	<ul style="list-style-type: none"> • 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. • Presents a vision, history, current status, strategy, goals, mission and objectives for the business. 	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"> • Clearly solves customer problem • Customer value proposition is significant • Dramatic improvement over current offerings • Clear development path to Introduction • High Gross Margin • Intellectual Property protection (Patent, copyright, or trade secret) • Platform technology and/or multiple market opportunities • Scalability • 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"> • The commercialization of new technology focused in the following areas: <ul style="list-style-type: none"> • Advanced Materials • Agriculture, Food Production or Processing • Life Sciences, Biotechnology and Bioengineering • Environmental • Manufacturing Systems • Transportation and Logistics • Information Technology 	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"> • Large Aggregate Market Opportunity in \$'s • Specific Target Market Identified • Identify Distribution Channel to Reach Target Market • Rapid Sales Growth Opportunity • Current and Projected Market Shares 	0 to 20 Points		

4. Management Team	Backgrounds and roles of key individuals; history and ability to work as an effective team; personnel needs; organizational structure.	0 to 10 Points		
5. Operating Strategies	Addresses the marketing, production, research and development, personnel, administrative, and financial strategies for the proposed firm.	0 to 10 Points		
6. Cash Flow, Income Statement, and Balance Sheet	<ul style="list-style-type: none"> • 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. • 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. • 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 	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	n/a	