

Name of Venture:

Judge Name:

## Big Idea 2017 – Written Business Plan Evaluation Judge's Rating Sheet

Please provide a rigorous evaluation of this final draft of the team's written plan and bring this completed rating sheet with you to the Judge's meeting **Thursday, April 20th at 1:00 pm in Bryan Hall, Room 232.**

### I. Coverage of Key Components of Plan

(Please rate each area below on a **5-point scale** where 1 = poor, 5 = excellent)

<b>A</b>	The Opportunity (how well-identified, how significant of an opportunity, forces creating the opportunity)	/5
<b>B</b>	The Business Concept and Product(s) (core concept for the business, value proposition, product/service mix)	/5
<b>C</b>	The Market (definition, size, potential, target audience, purchase decision maker, buying process)	/5
<b>D</b>	Economics of the Business (margins, breakeven, cost structure, how we will make money)	/5
<b>E</b>	Marketing (pricing, promotion, selling, distribution, customer service)	/5
<b>F</b>	Operations (how product/service will be produced, delivered, supported, logistics, inventory)	/5
<b>G</b>	Non-financial resource requirements (people, facilities, location, etc.)	/5
<b>H</b>	Management Team (players, roles, experience/credibility, compensation, board of directors, key advisors)	/5
<b>I</b>	Venture Financing (money needed, from where, in exchange for what, how investors will receive their return, rate of return to them)	/5
<b>J</b>	Financials (cash flow statement, income statement, balance sheet)	/5
	<b>TOTAL</b>	<b>/50</b>

### II. Written Document Mechanics

(Please rate each area below on a **3-point scale** where 1 = poor, 2 = okay, 3 = excellent)

<b>A</b>	Pragmatism/Realism	/3
<b>B</b>	Completeness/Comprehensiveness	/3
<b>C</b>	Internal Consistency	/3
<b>D</b>	Writing Style	/3
<b>E</b>	Professionalism of the Document	/3
	<b>TOTAL</b>	<b>/15</b>

### III. Separate Overall Evaluation

	All things considered, out of 50 points, where 50 = outstanding and you absolutely want to invest; note that this score is separate from the scores above, it is an overall assessment	<b>/50</b>
--	--	------------

Would you be willing to mentor this team beyond the competition:    \_\_\_ yes    \_\_\_ no

### Particular Feedback on the Written Business Plan

Please provide detailed suggestions to the team on how they can improve the plan. Your written comments are also very much appreciated and will be shared with the team. It is critical that we give them tangible help on how to improve: *(use reverse of form or attach comment sheets)*