

# Business Plan Evaluation

W=Weak  
 BA=Below Average  
 A=Average  
 AA=Above Average  
 E=Excellent

Team #	
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*Each performance area is rated on a five point scale*

CATEGORY	W	BA	A	AA	E
<b>Executive Summary</b> <ul style="list-style-type: none"> <li>▪ Concise</li> <li>▪ Complete</li> <li>▪ Well Organized</li> </ul>					
<b>The Company</b> <ul style="list-style-type: none"> <li>▪ Background</li> <li>▪ Current Status</li> <li>▪ Future Plans</li> </ul>					
<b>Industry Analysis</b> <ul style="list-style-type: none"> <li>▪ Chief Characteristics</li> <li>▪ The Participants</li> <li>▪ Analysts Summaries</li> </ul>					
<b>Competitive Analysis</b> <ul style="list-style-type: none"> <li>▪ Competitors' Profile</li> <li>▪ Product/Service Comparison</li> <li>▪ Market Niche and Share</li> <li>▪ Comparison of Strengths and Weaknesses</li> </ul>					
<b>Market Analysis</b> <ul style="list-style-type: none"> <li>▪ Target Market and Characteristics</li> <li>▪ Analyst Summaries</li> <li>▪ Market Share, Trends, Growth Potential</li> <li>▪ Sales, Distribution, Profits by Product/Service</li> </ul>					
<b>Marketing Strategy</b> <ul style="list-style-type: none"> <li>▪ Penetration Goals</li> <li>▪ Pricing and Packaging</li> <li>▪ Sales and Distribution</li> <li>▪ Service and Warranty Policies</li> <li>▪ Advertising, Public Relations and Promotions</li> </ul>					
<b>Product and Related Services</b> <ul style="list-style-type: none"> <li>▪ Product/Services Description</li> <li>▪ Facilities Description</li> <li>▪ Proprietary Features</li> <li>▪ Future Development Plans</li> <li>▪ Product Liability</li> </ul>					
<b>Technology: R&amp;D</b> <ul style="list-style-type: none"> <li>▪ Concept Development</li> <li>▪ Research, Testing and Evaluation</li> <li>▪ Milestones and Breakthroughs</li> <li>▪ Current Status and Continuing R&amp;D</li> </ul>					

## Business Plan Evaluation—Page 2

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CATEGORY	W	BA	A	AA	E
<b>Operations</b> <ul style="list-style-type: none"> <li>▪ Location</li> <li>▪ Facilities and Equipment</li> <li>▪ Labor Considerations (if applicable)</li> <li>▪ Environment and Economic impact</li> </ul>					
<b>Management and Ownership</b> <ul style="list-style-type: none"> <li>▪ Key People</li> <li>▪ Board of Directors (if appropriate)</li> <li>▪ Ownership Distribution and Incentives</li> </ul>					
<b>Milestones, Schedules and Strategic Plan</b> <ul style="list-style-type: none"> <li>▪ Major Milestones (What/Why)</li> <li>▪ Schedule (When/Who)</li> <li>▪ Strategic Planning (How/When)</li> </ul>					
<b>Financial Data and Projections</b> <ul style="list-style-type: none"> <li>▪ Funding approach (How do you plan to fund)</li> <li>▪ Funding Request/Terms of Investment (if applicable)</li> <li>▪ Current Financial Statements (if applicable)</li> <li>▪ Financial Projections</li> <li>▪ Business Risks</li> <li>▪ Assumptions</li> </ul>					
<b>Exit Strategy</b>					
<b>Overall Evaluation</b>					

Please put a check mark or X in the appropriate column for each of the bulleted categories above.

In addition, please rank this business plan relative to the others you are reviewing for this competition. This will help us eliminate ties.

Rank	<input style="width: 50px; height: 20px;" type="text"/>
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Top ranking plans in the Business Plan Competition will be selected to compete in the Baiada Incubator Competition. Based on the plan, do you believe this business is suitable and ready for a business incubator environment? Yes/No

Please provide explanation.

**Narrative Critique:**

