

2009 Business Plan Competition--Screening Round Scorecard

NOTE: Scoring based on 1 (lowest) to 5 (highest), with 3 being of the caliber to advance to the next round

OVERALL IMPRESSION OF THE EXECUTIVE SUMMARY

- Does the summary adequately describe the idea -- does the idea make sense?
- Has the team adequately described the pain in the marketplace?
- Do you believe the team has presented a feasible solution?
- Is the summary well written and succinct?
- Does the summary create excitement?

MANAGEMENT TEAM

- Does this management team have the skills required to execute the plan?
- Does this team have the experience to lead a new venture?
- If this management team is weak in either necessary skills or experience, do they list the advisors or mentors who can help them?

MARKET OPPORTUNITY

- Have they adequately described the market and economic opportunity?
- Have they clearly stated their value proposition? Is it a sustainable model?

COMPETITIVE STRATEGY

- Has the team completely analyzed its competitive space?
- Does the summary clearly identify the company's initial competitive advantage or differentiator?
- Does the team have an adequate strategy for defending their market position?

GO TO MARKET STRATEGY

- Is it clear how the company will reach its initial customer?
- Does the summary clearly identify a sales strategy?
- Is the distribution plan clearly defined and reasonable?

TRACTION

- Has the team made progress toward any milestones (licenses, patents, etc...)
- Has the company signed customers and/or channel partners?
- Has the company booked any revenue?

FINANCIALS

- Are the financials consistent with the overall plan?
- Are the assumptions realistic?
- Are contingencies and exit strategies addressed?
- Does the plan describe the funding/resources required to execute on the plan?