

BUSINESS PLAN EVALUATION SHEET



1 = Poor 2 = Fair 3 = Good 4 = Very Good 5 = Excellent

1. VENTURE DESCRIPTION	Clearly describes the venture (e.g., product or service, key benefit, target segment, unique features, plans for future products or services).	
2. THE PROBLEM-SOLUTION FIT	Clearly articulates the problem/unfulfilled want being solved (e.g., identify people who have this problem, estimate number of people with this problem) and proposes feasible solution to it.	
3. VALIDATION OF FIT	Clearly explains how the venture's products or services solve the problem of customers described above and details its validation (customer interaction, prototyping, tests, interviews).	
4. DIFFERENTIATION	Clearly articulates how the solution is different from competitors, why it will be difficult for competitors to copy, and why that difference matters to target customers.	
5. REVENUE MODEL	Clearly summarizes key revenue streams (e.g., prices to be charged for each product or service, rationale for pricing, unique value to be delivered to customers).	
6. EXECUTION TEAM	Clearly describes the key members of the execution team (e.g., why they are the right people for the venture, relevant functional/entrepreneurial/managerial experience).	
7. MARKETING PLAN	Clearly articulates the marketing plan (e.g., strategy for acquiring new customers, communication strategy and tools, brand name/promise, distribution strategy).	
8. OPERATIONS PLAN	Clearly explains production and delivery to customers (e.g., order fulfillment, customer service, quality control, inventory management, outsourcing, web/app content, regulations).	
9. FINANCIAL PROJECTIONS	Clearly demonstrates reasonable five-year financial projections and includes tables for revenue streams and expenses (e.g., discusses why the financials make sense).	
10. CURRENT STATUS/MILESTONES	Clearly describes the progress of the venture to date and identifies specific dates for accomplishing key milestones.	
TOTAL SCORE OUT OF 50:		