<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Score Range</th>
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<th>Comments</th>
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</thead>
</table>
| 1. Executive Summary and Overview       | 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                 | Describes the key features and benefits, current stage of development, proprietary position, and competitive advantages of the product or service.  
• 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:  
  • The commercialization of new technology focused in the following areas:  
    • 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      | 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.  
• 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 |       |          |
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Management Team</td>
<td>Backgrounds and roles of key individuals; history and ability to work as an effective team; personnel needs; organizational structure.</td>
<td>0 to 10</td>
</tr>
<tr>
<td>Operating Strategies</td>
<td>Addresses the marketing, production, research and development, personnel, administrative, and financial strategies for the proposed firm.</td>
<td>0 to 10</td>
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</tbody>
</table>
| Cash Flow, Income Statement, and Balance Sheet | • 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  |
| Funds Required/ Used                 | Clear and concise presentation of amount, timing, type and use of funds required for venture.                                                                                                                                                                                                                                           | 0 to 3  |
| 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  |
| 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 |
| Overall Comments                     | n/a                                                                                                                                                                                                                                                                                                                                      | n/a    |