

Love's Entrepreneur's Cup Written Business Plan Scorecard
Small Business Division

Team Name:

Judge's Name:

Total Score

0

Category	Description	Score Range	Score	Comments
1. Executive Summary and Overview	<ul style="list-style-type: none"> • Clear, exciting, and effective as a stand-alone overview of the plan; includes brief description of each succeeding section of the plan. • Presents overview of company background, products and/or technology, market, management team, financial projections and investment opportunity, and the amount, use and terms of funds sought from investors. 	0 to 10 Points		
2. Company Overview and Background	"Elevator Pitch"; Founding history; key milestones achieved; critical future success factors; strategic partnerships/ relationships that will impact future success.	0 to 10 Points		
3. Products/Technology or Services	<p>Describes the key features and benefits, current stage of development, and competitive advantages of the product or service. Also, any manufacturing issues and/or supplier issues or industry standards or requirements should be discussed.</p> <ul style="list-style-type: none"> • Clearly solves customer problem • Customer value proposition is significant • Clear improvement over current offerings • Clear path to introduction 	0 to 10 Points		

4. Customer Identification and Validation	Identifies customer, customer's need and how product or service meets the need. Describes how customer currently meets need and likely demand in the future. Discusses what will be required to get customer to buy or switch and sales strategy to reach customer.	0 to 10 Points		
5. Market Definition and Competitive Analysis	<p>Market size and trends, geographic concentrations, market segmentation, and major market influencers. Identifies primary direct and indirect competitors, likely response of competitors, competitive barriers and strengths and weaknesses of competitors.</p> <ul style="list-style-type: none"> • Sufficient market opportunity in \$'s to cover operating costs and provide adequate returns to owners • Specific Target Market Identified • Current and Projected Market Shares 	0 to 10 Points		
6. Marketing Plan, Distribution Channels, and Sales Approach	Description of plan for entering market, pricing strategy, sales cycle, promotion plan, distribution channel(s), sales organization, and compensation strategy for sales force.	0 to 10 Points		
7. Management Team	Backgrounds and roles of key individuals; future personnel needs; strengths and weaknesses of management, future management changes, recruitment of key personnel.	0 to 10 Points		
8. Implementation Plan	Description of post-funding plans and timeline to execute on strategy.	0 to 10 Points		

9. Cash Flow, Income Statement, and Balance Sheet	<p>1.Pro Forma Financial Statements – Provide projected data for 3 years, monthly data for year 1 and annual data for years 2 and 3. Should be a realistic assessment of cash requirements, income potential and working capital and fixed asset requirements.</p> <ul style="list-style-type: none"> •Income Statement •Balance Sheet •Cash Flow Statement •Explanation of Revenue Model including impact on profitability as company scales. <p>2.Assumptions used to develop Pro Forma Financials (may be part of Appendices).</p> <p>3.Investment capital need, terms offered & use of funds.</p> <p>4.Exit Strategy (How and when do investors get their money back?)</p>	0 to 10 Points		
10. Overall Comments	Grammar; sentence structure; overall cohesiveness and impact of written presentation.	0 to 10 Points	n/a	