

# IDEAHUB - BUSINESS PLAN EVALUATION CRITERIA

Business Name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

BIMAC Member: \_\_\_\_\_ Review Date: \_\_\_\_\_

## I. WRITTEN BUSINESS PLAN:

Please evaluate the Written Business Plan using the criteria below:

- |   | Poor     | Fair     | Good     | Very Good | Excellent |
|---|----------|----------|----------|-----------|-----------|
| <b>1. Executive Summary &amp; Company Overview</b>                | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b>  | <b>5</b>  |
| Executive Summary is clear & effective as a stand-alone document. |          |          |          |           |           |

Comments/Questions:

---

- |                                | Poor     | Fair     | Good     | Very Good | Excellent |
|--------------------------------|----------|----------|----------|-----------|-----------|
| <b>2. Products or Services</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b>  | <b>5</b>  |

Is the product or service clearly identified? Attributes? Advantages and potential drawbacks? Why/how product/service compelling? What is the stage of development? Does it have a proprietary position or intellectual property protection planned or in place? Does the plan show the quality of the product or service? Are the products and/or services overly complex (few products/services)?

Comments/Questions: **what is unique, innovative or technologically different?**

---

- |                       | Poor     | Fair     | Good     | Very Good | Excellent |
|-----------------------|----------|----------|----------|-----------|-----------|
| <b>3. Market Need</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b>  | <b>5</b>  |

What specific conditions in the market have created the need? How will product/service take advantage of the opportunity? Who are the customers and what are their attributes? Does plan clearly define potential customers and why they will pay for product or service?

Comments/Questions:

---

# IDEAHUB - BUSINESS PLAN EVALUATION CRITERIA

	Poor	Fair	Good	Very Good	Excellent
<b>4. Market Potential for Product or Service</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Did plan define - characteristics of the market for this product or service? How will the product reach market? How big is the market opportunity: number of potential customers & annual sales? Is market manageable segment? Plan to dominate the market? e.g. through pricing, quality, geography, etc? Identified market niche to give competitive advantage? Does the product or service offer a long-term benefit?

**Comments/Questions:**

---

	Poor	Fair	Good	Very Good	Excellent
<b>5. Competitive Advantage</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Competitive Matrix: Who are the competitors? Strengths & weaknesses? How will close the gap? How easily can competition close gap?

**Comments/Questions:**

---

	Poor	Fair	Good	Very Good	Excellent
<b>6. Management</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Who are key team members and their respective roles? What are their relevant experiences and accomplishments? What other areas of expertise or lacking? When will they need additional team members?

**Comments/Questions:**

---

**7. Financial Forecasts** (Presented in summary form, consistent with plan and effective in capturing financial performance; i.e. quarterly for first two years, annually for years 3-5.)

	Poor	Fair	Good	Very Good	Excellent
<b>a. Income Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>b. Balance Sheet</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>c. Funds Required &amp; Uses</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>d. Key Assumptions (trends, comparatives)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Does the plan contain realistic financial projections covering most likely pessimistic, and optimistic scenarios? Does the plan show good profit potential? Does the team have a personal investment in the venture?

**Comments/Questions:**

---

# IDEAHUB - BUSINESS PLAN EVALUATION CRITERIA

## II. VIABILITY OF BUSINESS PROPOSED

	Definitely Not viable				Definitely Viable
<b>1. Market Opportunity</b> (clear market need, size, purchasing power, and way to seize the opportunity.)	1	2	3	4	5
<b>2. Distinctive Competence</b> (new venture presents something novel, unique or special to provide competitive advantage in target market.)	1	2	3	4	5
<b>3. Management Capability</b> (team can effectively launch & develop the venture.)	1	2	3	4	5
<b>4. Financial Understanding</b> (team has solid understanding of financial requirements of the business and realistic financial projections; team has personal investment in the business venture)	1	2	3	4	5

	Weak Plan		Adequate Initial Plan		Strong Plan
<b>5. Investment Potential and Plan Strength</b>	1	2	3	4	5
<b>6. Green /Energy Focus or related product/service</b>	No 0	Viable Compatibility 10		Absolutely YES 20	

	Poor 1	Fair 2	Good 3	Very Good 4	Excellent 5
<b>7. Strategy</b>					

(Does the plan lay out a well-conceived, workable strategy for getting the business up and running?)

**Written Plan Additional Comments:**

---



---

**Additional Comments:**

---



---



---

# IDEAHUB - BUSINESS PLAN EVALUATION CRITERIA

## III. PRESENTATION /Interview IF Requested by BIMAC

	Weak		Adequate		Strong
<b>1. Formal Presentation</b>					
a. Materials presented in clear, logical form	1	2	3	4	5
b. Ability to relate need for the start up, convincing, compelling reasons	1	2	3	4	5
<b>2. Questions and Answers</b>					
a. Ability to understand BIMAC inquiries	1	2	3	4	5
b. Responds appropriately to BIMAC inquiries with substantive answers	1	2	3	4	5
c. Effective use of time allocated	1	2	3	4	5
d. Poise and confidence (think effectively on their feet)	1	2	3	4	5



### Presentation Additional Comments

---

---

---