**Business Plan Evaluation Scorecard**

Rating system: 1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent

Company Name: \_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_ Total Score: \_\_\_\_\_\_\_\_\_

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| 1. **Market Opportunity** | **Rating: X of 5** |
| Criteria:   1. There is a clear definition of a market opportunity and a proposed solution 2. The target customer (SOM) and market size (SOM, SAM and SOM) are well defined and quantified. 3. The market shows unmet needs and high potential. | |
| *Comments:*       *Recommendations:* | |

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| 1. **Distinct Competence** | **Rating: X of 5** |
| Criteria:   1. The position against competition is clear and strong 2. The company provides something novel/unique/special that gives it a competitive advantage in its target market. The description of its plan to develop and commercialize their product/service is clear and credible. | |
| *Comments:*     3. *Recommendation:* | |
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| 1. **Management Credibility** | **Rating: X of 10** |
| Criteria:   1. The team can effectively develop this company and handle the challenges associated with the venture. 2. If the management team does not have any required skill or experience, a credible plan has been provided to access it, e.g., via an advisory board? | |
| *Comments:*       *Recommendations:* | |

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| 1. **Financial Responsibility** | **Rating: X of 5** |
| Criteria:   1. The team has a solid understanding of the financial requirements of the business. 2. The bases for revenues, expenses, capital expenditure projections (if applicable), as well as external funding requirements, are clearly described and are credible. | |
| *Comments:*       *Recommendations:* | |

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| 1. **Foreseen Risks** | **Rating: X of 5** |
| Criteria:   1. The business plan describes any major business or technology risks that are foreseen, as well as contingency plans to overcome them. 2. The milestones for measuring success at different stages of implementing the business plan for the venture are clear and credible. | |
| *Comments:* | |
| 1. **Investment Potential** | **Rating: X of 5** |
| Criteria:   1. The venture's profitability, risk and return on investment profile are attractive. 2. The business represents a real investment opportunity in which you would consider investing. | |
| *Comments:* | |
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| 1. **Strength of Presentation** | **Rating: X of 5** |
| Criteria:  The team presented their venture in a logical, persuasive manner, and answered questions well. | |
| *Comments:* | |
| 1. **Areas of Potential Improvement** |  |
| *Comments:* | |

Total Score: