

Written Business Plan Scorecard

Judge _____

APPLICANT NAME: _____

BUSINESS NAME: _____

PHYSICAL LOCATION: _____

AMOUNT OF REQUEST: _____



	0 POINTS	1 POINTS	2 POINTS	3 POINTS	4 POINTS	5 POINTS	TOTALS
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I. EXECUTIVE SUMMARY

Important Points - The Executive Summary should provide a well written overview of the business concept, financials, and strategy.	Summary is unorganized or does not explain the business concept in enough detail.	Summary is organized, but provides little pertinent details regarding the business plan.	Summary is organized and provides a vague overview of the business plan.	Summary is organized, well written, and provides a general overview of the business plan.	Summary is organized, well written, and provides an in depth overview of the business plan, with few questions remaining.	Summary is organized, well written, and contain a brief statement of the problem or proposal covered in the major document(s), background information, concise analysis and main conclusions	
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COMMENTS:

II. PRODUCT, SERVICE, OR BUSINESS MODEL DESCRIPTION

BUSINESS IDEA – should be clear, concise, and easy to understand.	Weak description of business idea.	Business idea is described, appears somewhat plausible.	Business idea clearly defined, but limited potential for success.	Clearly defined idea, with potential for success.	Clearly defined idea, with strong potential for success.	Clearly defined idea, successful or on its way to success.	
COMPETITIVE ADVANTAGE – Business should be clearly differentiated from others on the market. Long-term advantage a plus.	No competitive advantage, no differentiation.	Weak competitive advantage, weak differentiation.	Average competitive advantage, average differentiation.	Good competitive advantage and differentiation, some long term advantage.	Strong competitive advantage and differentiation, average long-term advantage.	Strong competitive advantage, differentiation, and long-term advantage.	

COMMENTS:

III. Management

MANAGEMENT TEAM Provides backgrounds and roles of key individuals; proven knowledge and expertise in the business plan.	Provided vague management background and roles for key individuals. No past experience or demonstrated ability.	Provided management background and roles for key individuals. Weak experience and demonstrated ability.	Provided management background and roles for key individuals' Average experience and demonstrated ability.	Provided management background and roles for key individuals' Good experience and demonstrated ability.	Provided management background and roles for key individuals' Strong experience and demonstrated ability.	Provided management background and roles for key individuals' Superior experience and ability.	
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COMMENTS:

IV. Market Analysis

MARKET IDENTIFICATION – Presents the growth trends and key driving forces of the industry	No quantitative market research provided	Limited market research provided	Adequate market research provided, but market appears to be stagnant	Adequate market research provided, but market appears to be slow growing	Adequate market research provided, with long-term business potential.	Market clearly identified, with strong long-term business potential.	
TARGET MARKET – Identified the key characteristics and needs of the target market. Access the competitive environment and demonstrates a niche that can be filled by their business plan	Target market not identified.	Target market identified, but no clear documentation on how the target market was derived	Target market identified, but vaguely expounded the competitive advantage.	Target market and competitive advantage clearly identified. Business model does not fit into the identified needed niche	Target market and competitive advantage clearly identified. Business model does fit somewhat into the identified need niche.	Target market and competitive advantage clearly identified. Business model is a great fit for the identified needed niche	

COMMENTS:

V. Marketing Plan

MARKETING PLAN – Provides a detailed description of the first year marketing plan. Including pricing, Promotion, Distribution, and market budget.	No Marketing Plan provided	Vague marketing plan. Not well thought out or planned properly. Little information on pricing, promotion and distribution.	Pricing, Promotion, and Distribution covered fairly well. The budget and the marketing plan do not mesh. It appears to be unrealistic.	Pricing, Promotion, and Distribution covered, detailed budget. The plan is not geared toward the correct market. It may be too broad or undefined.	Pricing, Promotion, and Distribution covered with a detailed budget. The plan does target a portion of the target market.	Pricing, Promotion, and Distribution covered with a detailed budget. The plan is well organized and presents an accurate approach on targeting the niche market.	
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COMMENTS:

	0 POINTS	1 POINTS	2 POINTS	3 POINTS	4 POINTS	5 POINTS	TOTALS
VI. Timeline							
TIMELINE – Provides a reasonable and acceptable timeline of starting and/or growing the business	No timeline provided	Weak or poor timeline with limited information to support the strategy.	Timeline included, but not reasonable for the business strategy.	Timeline included, and somewhat reasonable for the business strategy.	Good timeline that appears reasonable for the business strategy.	Strong and convincing timeline for the business strategy.	
COMMENTS:							

VII. FINANCIALS							
START-UP COSTS – Provides detailed financial statements that address accurate start-up cost.	No financial statements that address accurate start-up cost included.	Financial statements that address start-up costs included. The start-up cost are unrealistic	Financial statements that address start-up costs included. The start-up cost appears to be reasonable, unsure if the owner has the needed funds to invest	Financial statements that address start-up costs included. The start-up cost appears to be semi-realistic. Owner demonstrated that he or she has access to a small portion needed start-up funds.	Financial statements that address start-up costs included. The start-up cost appears to be reasonable. Owner demonstrated that he or she has access to a majority of the needed start-up funds.	Financial statements that address start-up costs included. The start-up cost appears to be realistic. Owner demonstrated that he or she has access to all of the needed start-up funds.	
CASH FLOW PROJECTIONS – Presents a realistic assessment of cash requirements. Documents month-to-month projections for 24 months, including assumptions	No projections, included.	Vague projections included, but does not span the full 24 months	Projections included, but with major problems or unrealistic assumptions.	Projections included, but with minor problems or faulty assumptions.	Projections included, but with few problems or unrealistic assumptions	Projections included are accurate and very realistic.	
COMMENTS:							

VIII. ECONOMIC IMPACT							
PLAN FOR SPACE & ECONOMIC FIT WITH GILES – Lease, Buy or Build	No Plan. Little or no fit.	Vague mention of space needs.	Some discussion of space needs but no plan.	Plan for space needed, but not realistic at start-up.	Good plan for space needed, though not yet secured. Strong positive fit on the county/surrounding area.	Great plan for space needed, and has a contract or option on property. Outstanding positive fit on the county/surrounding area, little or no refinement needed.	
COMMENTS:							

VIII. OVERALL IMPRESSION BONUS POINTS!							
PLAN POTENTIAL & IMPACT – Feasibility of the plan to be successful, Jobs, wealth creation, increased tax base, etc.	Little or no potential.	Unconvincing in its potential.	Some potential.	Average potential.	Strong potential.	Outstanding potential, little or no refinement needed.	
COMMENTS:							

Total Score: 0
Possible total would be 55