

# Business Plan Evaluation Form - Oral Presentation

Please evaluate the written business plan on the following criteria: 1=Poor, 2=Fair, 3=Adequate, 4=Good, 5=Excellent						Comments
<b>PRESENTATION STYLE (35%)</b>						
1. Materials presented in clear, concise, and logical and/or sequential format	1	2	3	4	5	
2. Business purpose was well explained within the first couple of minutes and left me wanting for more	1	2	3	4	5	
3. Presentation stayed within time frame	1	2	3	4	5	
4. Conveyed confidence and professionalism	1	2	3	4	5	
5. Demonstrated knowledge of industry	1	2	3	4	5	
6. Responsiveness to judges/Effectively fielded questions	1	2	3	4	5	
7. Stimulated investor interest and/or ability to maintain judge's interest; was enthusiastic	1	2	3	4	5	
8. Visual aids complemented critical plan issues and presented creatively without too many words	1	2	3	4	5	
<b>BUSINESS PLAN SUMMARY (35%)</b>						
1. Product/service clearly described	1	2	3	4	5	
2. Marketability of product substantiated	1	2	3	4	5	
3. Company operations clearly described	1	2	3	4	5	
4. Major risks identified	1	2	3	4	5	
5. Sales analysis and forecasts clearly presented. Key projections clearly presented (sales, profits, cash flows)	1	2	3	4	5	
6. Capital requirements and source clearly stated	1	2	3	4	5	
7. Ability to relate need for the company (meaningful examples, etc)	1	2	3	4	5	
<b>THE TEAM &amp; VENTURE VIABILITY (30%)</b>						
1. Vision: The lead entrepreneur provides clear insight into how the product/market opportunity was identified and assessed	1	2	3	4	5	
2. Leadership: The lead entrepreneur demonstrates the personal characteristics necessary to launch and operate this venture	1	2	3	4	5	
3. Skill: The lead entrepreneur demonstrates the skills and abilities necessary to manage this venture	1	2	3	4	5	
4. Venture Fit: The team possesses the strengths needed by the venture	1	2	3	4	5	
5. Team Fit: The team demonstrates the cohesion required to perform critical venture top management risks	1	2	3	4	5	
6. Viability Potential: The business, as led by this team, represents a real potential for success	1	2	3	4	5	