



Name of Student(s)

Judge

Business Name:

	Maximum Points	Judges Score
Title Page	1	_____
Table of Contents	2	_____
Executive Summary	10	_____
<p>Business Concept: Clarity of the business idea, including products/services, target markets, and unique selling points.</p> <p>Market Need: Explanation of why the product/service fulfills a gap in the market or solves a specific customer problem.</p> <p>Business Structure: Legal structure and registration status.</p> <p>Owner's Investment and Funding Needs: Clarity on owner investment and any requested funding with intended uses.</p>		
Business Overview	10	_____
<p>Business History: Description of how the business started or the reasoning behind its launch if new.</p> <p>Product/Service Details: Detailed descriptions of each product/service offered, including unique features and pricing strategy.</p> <p>Mission and Vision Statements: Concise statements that reflect the company's purpose, goals, and values.</p>		
Objectives & Goals	5	_____
<p>SMART Goals: Specific, Measurable, Attainable, Realistic, and Time-bound</p> <p>Includes both short- and long-term goals demonstrating a clear growth plan</p>		
Human Resources	10	_____
<p>Management Team: Roles, qualifications, and key responsibilities of owners and managers.</p> <p>Advisors and Mentors: Identification of mentors or advisors that enhance business credibility.</p> <p>Professional Services: Overview of professional support (accounting, legal, insurance) that aids in operations.</p>		
Operations	10	_____
<p>Operational Setup: Current business stage, daily operations, and asset inventory.</p> <p>Production/Service Process: Steps in creating the product or delivering the service, including quality control measures.</p> <p>Distribution and Location: How products/services reach customers, and the strategic value of the business location.</p>		
Industry Overview	10	_____
<p>Market Analysis: Size, trends, and outlook of the industry, as well as any regulatory impacts.</p> <p>Competitive Environment: Key competitors, market barriers, and identified opportunities.</p> <p>SWOT Analysis: Identification of strengths, weaknesses, opportunities, and threats in relation to competitors.</p>		
Marketing Plan	10	_____
<p>Target Market Definition: Detailed profile of primary and secondary target customers.</p> <p>Competitive Advantage: Clear articulation of the business's unique value in the market.</p> <p>Promotional Strategies: Well-defined marketing strategies, including costs, timelines, and expected outcomes.</p>		
Financial Plan	15	_____
<p>Funding Requirements: Comprehensive list of funding needed for both startup and operational costs.</p> <p>Cash Flow and Financial Projections: Realistic projections with clear assumptions and alignment with the business plan.</p> <p>Risk Mitigation: Identification of potential financial risks with contingency strategies.</p>		
Risks and Contingency	5	_____
<p>Risk Identification: Key industry-specific risks and how the business plans to manage them.</p> <p>Preparedness: Practical contingency plans that address identified risks, showing awareness of potential challenges.</p>		
Appendices	2	_____
Viability	5	_____
Report Quality & Clarity	5	_____
<p>Design, layout, creativity of report, and quality of spelling/grammar.</p>		
Total Score	100	_____
Comments		