

Business Plan Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Provide brief and concise Executive Summary Convince reader that business concept is sound and has a reasonable chance of success	No Executive Summary is given	Executive Summary is provided but does not show evidence of sound business concept OR reasonable chance of success	Executive Summary is provided AND shows evidence of sound business concepts and reasonable chance of success	Executive Summary serves as a strong introduction and transitions into the remainder of the report	
	0	1-5	6-10	11-15	
Develop Company Profile Legal form of business Effective date of business Company mission statement/vision Company governance Company location(s) Immediate development goals Overview of company's financial status	More than one of the components listed is not addressed	Description of one or more components is limited OR one or more components is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-5	6-10	11-15	
Present Industry Analysis Description of industry (size, growth rates, nature of competition, history) Trends and strategic opportunities within industry	More than one of the components listed is not addressed	Description of one or more components is limited OR one or more components is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-5	6-10	11-15	
Present Target Market Target market defined (size, growth potential, needs) Effective analysis of market's potential, current patterns, and sensitivities	More than one of the components listed is not addressed	Description of one or more components is limited OR one component is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-5	6-10	11-15	
Discuss Competition Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified	More than one of the components listed is not addressed	Description of one or more components is limited OR one component is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-5	6-10	11-15	
Share Marketing Plan and Sales Strategy Key message to be communicated identified Options for message delivery identified and analyzed including Web process Sales procedures and methods defined	More than one of the components listed is not addressed	Description of one or more components is limited OR one component is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-5	6-10	11-15	
Describe Operations Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact of technology	More than one of the components listed is not addressed	Description of one or more components is limited OR one component is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-5	6-10	11-15	
Discuss Management and Organization Key employees/principals identified and described Board of directors, advisory committee, consultants, and other human resources identified and described Plan for identifying, recruiting, and securing key participants described Compensation and incentives plan	More than one of the components listed is not addressed	Description of one or more components is limited OR one component is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-5	6-10	11-15	
Provide Long-term Development Goals for three, five, or more years are identified and documented Risks and potential adverse results identified and analyzed Strategy in place to take business toward long-term goals	More than one of the components listed is not addressed	Description of one or more components is limited OR one component is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-7	8-14	15-20	

Business Plan Report Rating Sheet continued

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Show Financials Type of accounting system to be used is identified Financial projections are included and reasonable •Year 1 monthly cash flow •Year 1 monthly income statement •Yearly income statements for Years 1, 3, and 5	More than one of the components listed is not addressed	Description of one or more components is limited OR one component is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-7	8-14	15-20	
Include supporting documentation including a Work Cited page	More than one of the components listed is not addressed	Description of one or more components is limited OR one component is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0	1-5	6-10	11-15	

Report Format

Arrange information according to rating sheet (See above Expectation Items)	Missing one or more sections and/or does not follow rating sheet	All information presented, but order inconsistent with rating sheet	Information arranged according to the rating sheet	Presented in the correct order and includes written transitions between sections	
	0	1-3	4-7	8-10	
Format and design a business report	Does not format document	Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos	Consistent formatting throughout the report	Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting	
	0	1-3	4-7	8-10	
Include correct grammar, punctuation, and spelling	More than 5 grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No spelling errors, and not more than 2 grammar or punctuation errors	No spelling errors, and not more than one grammar or punctuation error	
	0	1-2	3-4	5	
Report Subtotal (200 max)					

Penalty Points

Report Guidelines not followed	-5	Total Penalty	-
Grand Total (200 max)			

Name _____

School _____

Judge's Signature _____

Date _____

Judge's Comments _____
