

**2018 SMU Business Plan Competition**  
**Final Business Plan - Judge's Evaluation Scorecard**

**Judged by:**

**Company:**

(Rating system: 7 = excellent, 6 = very good, 5 = good, 4 = adequate, 3 = fair, 2 = poor, 1 = very poor.)

**Score**

<b>1. Opportunity</b> How well does the paper present a compelling opportunity in a clear, well written manner? Is the need for the solution clear and painful to prospective customers who are willing to pay for the solution and have limited alternatives? What tangible evidence is there that the target market recognizes the problem, the pain it causes, and wants a solution?	
<b>2. Company Summary</b> How well does the paper explain the business concept? Is the concept simple, easy to understand? Is there a compelling explanation of the value created for customers? Does the business model clearly explain how the company will make money?	
<b>3. Customer/market analysis</b> How well does the paper explain the size of the accessible market & evidence that customers will buy the product/service?	
<b>4. Products or Services</b> How well does the paper explain the product or services? Are features and benefits, pricing, current stage of development, proprietary position clearly explained? Do the products or services support an easily scalable business model?	
<b>5. Competitive differentiation</b> How well does the paper demonstrate how the concept is differentiated from competitors? Does the paper explain how the company will sustain a competitive advantage?	
<b>6. Management</b> personnel needs? Are gaps in the team addressed? Are management team qualifications included and suitable for the scale and scope of the business concept? Does the team possess domain expertise, industry and market knowledge relevant to the concept, a track record and proven ability to execute?	
<b>7. Summary Financials</b> Are key financials presented in summary form, easy to read and understand, consistent and effective? Does the paper include reasonable projections of revenues and profitability with reasonable growth over time? "Hockey Stick" curves rarely occur in the first 3 years; Industry affects growth and profitability; Growth depends primarily on market penetration and transactions.	
<b>8. Status and offering of the company</b> Is there an adequate explanation of the capital needed to launch the business and the rationale? An excellent response will detail how much is needed to start and grow the business.	
<b>9. Investment Potential</b> Does the business represent a real investment opportunity in which investors should consider investing?	
<b>Total Score:</b>	<b>0</b>

**Strength of the Executive Summary:**

**Areas for Potential Improvement:**