Leeds School of Business  
University of Colorado  
Business Plan Competition  
Judge’s Evaluation

Company: ___________________________  Judge: ___________________________

I Written Business Plan

Please evaluate the written business plan on the following aspects:
(Using this rating system: 1=very poor, 2=poor, 3=fair, 4=adequate, 5=good, 6=very good, 7=excellent)

In rating each following areas, please consider these questions:

• Is this area covered in adequate detail?
• Does the plan show a clear understanding of the elements that should be addressed?
• Are the assumptions realistic and reasonable?
• Are the risks identified and the ability to manage those risks conveyed?

1. Executive Summary (10%)  
(Clear, exciting and effective as a stand-alone overview of the plan)  
1  2  3  4  5  6  7

Comments/Questions  ________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

2. Product or Services (10%)  
(Description, features, benefits, pricing, current stage of development proprietary)  
1  2  3  4  5  6  7

Comments/Questions  ________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

3. Industry & Marketplace (10%)  
(Analysis of size, growth, trends, market segments, customers and competition)  
1  2  3  4  5  6  7

Comments/Questions  ________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
I Written Business Plan (continued)

4. **Marketing Strategy (10%)**
   (Convincing description of target market, product/service strategy, pricing, distribution, sales, advertising and promotion)  
   1 2 3 4 5 6 7  
   Comments/Questions  

5. **Operations Strategy (10%)**
   (Plan for production/delivery of product or services, product cost, operating complexity, resources required)  
   1 2 3 4 5 6 7  
   Comments/Questions  

6. **Development Strategy (10%)**
   (Startup plan, key milestones, ongoing development, proprietary position)  
   1 2 3 4 5 6 7  
   Comments/Questions  

7. **Management (10%)**
   (Backgrounds of key individuals, ability to execute, organization structure, role of non-student executives, which students will execute)  
   1 2 3 4 5 6 7  
   Comments/Questions
Company:___________________________________ Judge: _____________________________

I Written Business Plan (continued)

8. Competitive Advantage (10%)
(Resources and capabilities, Barriers that can be establishes Are they sustainable?)

1 2 3 4 5 6 7

Comments/Questions

9. Financial Plan (10%)
(Presented in summary form and follow U.S. generally accepted accounting principles. Consistent with plan and effective in capturing financial performance. Key assumptions on risks, growth, margins, major expenditures and seasonality are clearly described.)

a. Cash Flow Statement 1 2 3 4 5 6 7
b. Income Statement 1 2 3 4 5 6 7
c. Balance Sheet 1 2 3 4 5 6 7
d. Assumptions/Trends/Comparatives 1 2 3 4 5 6 7
e. Risks 1 2 3 4 5 6 7

Comments/Questions

10. Funding (5%)
(Proposal to investor/lender: amount of funding required, type of investment offering, terms of the deal, ROI and exit strategy. Sources & Uses)

1 2 3 4 5 6 7

Comments/Questions

11. Brevity and Clarity (5%)
(Clearly written with a logical flow and minimum redundancy. Good use of graphics, charts and tables.)

1 2 3 4 5 6 7

Comments/Questions

Leeds School of Business
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Based on Moot Corp®
Judge’s Evaluation, 2002
II Presentation

Please evaluate the business plan presentation on the following aspects:
(Using this rating system: 1=very poor, 2=poor, 3=fair, 4=adequate, 5=good, 6=very good, 7=excellent)

1. Formal Presentation (50%)
   a. Materials presented in clear, logical and/or sequential form 1 2 3 4 5 6 7
   b. Ability to relate need for the company with meaningful examples, and practical applications 1 2 3 4 5 6 7
   c. Ability to maintain judges’ interest 1 2 3 4 5 6 7
   d. Quality of visual aids 1 2 3 4 5 6 7

2. Questions and Answers (50%)
   a. Ability to understand judges’ inquiries 1 2 3 4 5 6 7
   b. Appropriately respond to judges’ inquiries with substantive answers 1 2 3 4 5 6 7
   c. Use of time allocated (minimal redundancy) 1 2 3 4 5 6 7
   d. Poise and confidence (think effectively on their feet) 1 2 3 4 5 6 7

Comments/Questions

Strengths of Presentation

Weaknesses of Presentation
Viability of Company

Please evaluate the viability of the venture on the following aspects:
(Using this rating system: 1=very poor, 2=poor, 3=fair, 4=adequate, 5=good, 6=very good, 7=excellent)

1. Market Opportunity
(There is a clear market need presented, as well as a way to take advantage of that need) 1 2 3 4 5 6 7

2. Unique Benefits
(The company provides something novel/unique/special that gives differentiates the product/service in its market) 1 2 3 4 5 6 7

3. Competitive Advantage
(The major competitors are described. The competitive advantage is sustainable) 1 2 3 4 5 6 7

4. Management Capability
(This team can effectively develop this company or understands what additions to the management are required. They can handle the risks associated with the venture) 1 2 3 4 5 6 7

5. Financial Understanding
(The financial projections are realistic. The key assumptions are explained and are reasonable) 1 2 3 4 5 6 7

6. Investment Opportunity
(The business represents a real investment opportunity in which you would consider investing) 1 2 3 4 5 6 7

Venture Strengths

Venture Weaknesses