SEP Business Plan Competition

DATE _____

OVERALL SCORE / 160 **JUDGE INITIALS**

BUSINESS NAME _____

SEP EST. 2007

This business is a: ☐ **CONCEPT** (just an idea/in the works) ☐ **STARTUP** (making money)

Presenter(s)

1) _____ **(Team Leader)**

2) _____

3) _____

4) _____

BUSINESS PLAN ELEMENTS	Points Possible	Points Earned	Comments
Product/Business Description			
Clear Understanding of Product/Business	**10**		
Effective Sales Pitch/Executive Summary	**10**		
Competitive Advantage/Differentiation	**10**		
	Subtotal		
Marketing Plan			
Clearly Identified & Valid Target Market	**10**		
Analysis of Market Opportunity & Competition	**10**		
Clear Plan for Penetrating & Capturing Market	**10**		
	Subtotal		
Management Plan			
Clear Demonstration of Needed Skill Set	**10**		
Selection of Qualified Management Team	**10**		
Strategic Linkages with Customers/Partners	**10**		
	Subtotal		
Financial Plan			
Clearly Stated Path to Revenue & Profitability	**10**		
Opportunity for Sustainable Revenues	**10**		
Reasonable Exit Strategy & Projected Returns	**10**		
	Subtotal		
Appendix/Resume(s)			
Inclusion of Relevant Supporting Documents	**10**		
PRESENTATION ELEMENTS			
Student Professionalism in Dress/Appearance	**10**		
Presentation Performance & Effectiveness	**10**		
Usage of Handouts/Samples/Visual Aids	**10**		
	Subtotal		
OVERALL SCORE (Total Points)	**160**		