

2024 Evaluation Rubric

SECTION 1: Written Business Plan

1. Executive Summary	1	2	3	4	5	6	7	8	9	10	
2. Magnitude of the Problem	1	2	3	4	5	6	7	8	9	10	
3. Outline of the Solution	1	2	3	4	5	6	7	8	9	10	
4. Market Validation / Competition	1	2	3	4	5	6	7	8	9	10	
5. Operational Plan	1	2	3	4	5	6	7	8	9	10	
6. Marketing & Distribution	1	2	3	4	5	6	7	8	9	10	
7. Management Team/Advisory	1	2	3	4	5	6	7	8	9	10	
8. Financial Viability / Scalability	1	2	3	4	5	6	7	8	9	10	
9. Financial Projections / Returns	1	2	3	4	5	6	7	8	9	10	
10. Other (IP, timeline, realistic)	1	2	3	4	5	6	7	8	9	10	
11. Social Entrepreneurship	1	2	3	4	5	6	7	8	9	10	

Total (out of 110) _____

1. Executive Summary Standalone overview of the business plan	2. Magnitude of the Problem Is this a major problem or minor? Is it local, national, or global?	3. Outline of the Solution Does the product solve the problem? Is the product protected (IP)? Status (proof of concept/prototype)?
4. Market Validation/Competition Is there a clear market need? Will customers pay a premium? Competitive landscape	5. Operational Plan Actual intent to set-up operations Viable plan to set up operations? Ongoing operational capability	6. Marketing & Distribution Effective marketing strategy Effective advertising strategy Clear distribution channels/strategy
7. Management Team Is team experienced and capable? Able to overcome risks/changes? Proper Board or Advisory Board?	8. Financial Viability/Scalability Attractive rev/exp, margins Realistic start-up costs Scalable product or service	9. Financial Projections/Returns No cash flow or balance sheet issues Realistic funding/capital structure Attractive investor returns
10. Other: Intellectual property, timeline for implementation, realistic, professional, convincing strategy.	11. Social Entrepreneurship Does the company incorporate social entrepreneurship in the business model? Is the business innately a social enterprise?	



SECTION 2: Live Business Plan Presentation

Poor Average Excellent Total

Formal Presentation:

1. Material presented clearly/logically	1	2	3	4	5	6	7	8	9	10	
2. Thorough outline of business plan	1	2	3	4	5	6	7	8	9	10	
3. Clear understanding of market	1	2	3	4	5	6	7	8	9	10	
4. Proper use of examples	1	2	3	4	5	6	7	8	9	10	
5. Overall quality of presentation	1	2	3	4	5	6	7	8	9	10	
6. Demonstrates passion	1	2	3	4	5	6	7	8	9	10	
Question & Answer:											
7. Ability to clearly answer questions	1	2	3	4	5	6	7	8	9	10	
8. Ability to correctly answer questions	1	2	3	4	5	6	7	8	9	10	
9. Has deep understanding of venture	1	2	3	4	5	6	7	8	9	10	
10. Exhibits poise and confidence	1	2	3	4	5	6	7	8	9	10	

Total (out of 100) _____

SECTION 3: Viability of Company

Poor Average Excellent Total

1. Market Opportunity	1	2	3	4	5	6	7	8	9	10	
2. Unique Competence	1	2	3	4	5	6	7	8	9	10	
3. Management Capability	1	2	3	4	5	6	7	8	9	10	
4. Financial Understanding	1	2	3	4	5	6	7	8	9	10	
5. Investment Potential	1	2	3	4	5	6	7	8	9	10	
6. Social Entrepreneurship present	1	2	3	4	5	6	7	8	9	10	

Total (out of 60) _____

Grand Total (out of 270) _____