

**SAMPLE MGMT4376 Assessment Rubric**  
**UNIVERSITY of CENTRAL ARKANSAS COLLEGE of BUSINESS**  
**BUSINESS PLAN JUDGING CRITERIA & SCORE SHEET**

**Part 1: Business Plan**

**Executive Summary (10 Points)**

**Number of points:** \_\_\_\_

Clear, exciting, and effective as a stand-alone overview of the plan; includes brief description of each succeeding section of the plan; can be read in 5 minutes.

**Market and Competitive Analysis (10 Points) Number of points:** \_\_\_\_

Presents the growth trends and key driving forces of the industry; identifies the key characteristics and needs of the target market(s); assesses the competitive environment; demonstrates market acceptance for the product or service.

**Products or Services (10 Points)**

**Number of points:** \_\_\_\_

Describes the key features and benefits, current stage of development, proprietary position, and competitive advantages of the product or service.

**Management Team (5 Points)**

**Number of points:** \_\_\_\_

Backgrounds and roles of key individuals; history and ability to work as an effective team; personnel needs; organizational structure.

**Company Overview (5 Points)**

**Number of points:** \_\_\_\_

Presents a vision, history, current status, goals, mission and objectives for the business.

**Operating Strategies (10 Points)**

**Number of points:** \_\_\_\_

Addresses the marketing, production, research and development, personnel, administrative, and financial strategies for the proposed firm.

**Critical Risks (10 Points)**

**Number of points:** \_\_\_\_

Realistically identifies the major internal and external critical risks that could threaten the business and presents viable contingency plans to address these issues.

**Cash Flow Statement (10 Points)**

**Number of points:** \_\_\_\_

Presents a realistic assessment of cash requirements -inflows and outflows- over a projected 5-year period; cash flows are consistent with operating and marketing strategies outlined in the body of the plan; cash flow information is detailed for first 2 years, quarterly/annually for years 3-5.

**Income Statement (10 Points)**

**Number of points:** \_\_\_\_

Demonstrates realistic and attractive income potential of the business; the income statement is consistent with the operating and marketing strategies outlined in the body of the plan; income statement information is detailed for first 2 years, quarterly/annually for years 3-5.

**Balance Sheet (10 Points)**

**Number of points:** \_\_\_\_

Presents a realistic assessment of the working capital and fixed asset requirements of the business; appropriately reflects the projected capital structure of the business (long term debt and equity positions); balance sheet information is projected annually for 5 years.

**Funds Required/Used (5 Points)**

**Number of points:** \_\_\_\_

Clear and concise presentation of amount, timing, type and use of funds required for venture.

**Offering (5 Points)**

**Number of points:** \_\_\_\_

Clearly articulates the proposal/terms to investors; identifies what entrepreneur is seeking from investors; states how much equity will be given up in `return` for investment capital; presents a realistic assessment of ROI potential; presents an appropriate deal structure and possible exit scenarios.

**Sum of points awarded:** \_\_\_\_

**Percentage (points/100):** \_\_\_\_

