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): _____
Part 2: Presentation

Overall Organization (10 Points) Number of points: ____
Materials presented in clear, logical order, and/or sequence.

Interdisciplinary Team (5 Points) Number of points: ____
Team member(s) enrolled in majors in more than one college in the university.

Ability to Engage Judges (10 Points) Number of points: ____
The pace and content of the presentation is appropriate for an investment audience, the judges questions are answered clearly and concisely.

Quality of Written Plan (15 Points) Number of points: ____
Written and oral presentations are consistent. Written plan supports assertions in the oral presentation. Written plan communicates business concept as a stand-alone document, and stimulates potential investor attention.

Quality of Visual Aids (10 Points) Number of points: ____
Clear, interesting visual aids that help explain the business ideas and concepts. May bring sample products, but no food, drink, or promotional give-aways may be given to the judges.

Market Opportunity (10 Points) Number of points: ____
Clear market need presented, as well as a way to take advantage of that need. Meaningful examples and practical applications.

Distinctive Competence (10 Points) Number of points: ____
The company provides something novel and/or unique that gives it a competitive advantage.

Management Capability (10 Points) Number of points: ____
The team can effectively develop this company and handle the risks associated with the venture.

Financial Understanding (10 Points) Number of points: ____
The team has a solid understanding of the financial requirements of the business.

Investment Potential (10 Points) Number of points: ____
The business represents an investment opportunity in which one would consider investing.

Sum of points awarded: ____ Percentage (points/100): ____

Total points from Parts 1 & 2: ____ Percentage (points/200): ____