

OFC-VC

Judge's Evaluation

Company: _____ Judge No: _____

I. Written Business Plan (40%)

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)

1. Executive Summary (5%)

(Clear, exciting and effective as a stand-alone overview of the plan)

1 2 3 4 5 6 7

Comments/Questions

2. Company Overview (5%)

(Business purpose, history, genesis of concept, current status, overall strategy and objectives)

1 2 3 4 5 6

7

Comments/Questions

3. Products or Services (10%)

(Description, features and benefits, pricing, current stage of development, proprietary position)

1 2 3 4 5 6 7

Comments/Questions

4. Market and Marketing Strategy (10%)

(Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, sales/promotion)

1 2 3 4 5 6 7

Comments/Questions

5. Operations (15%)

(Plan for production / delivery of product or services, product cost, margins, operating complexity, resources required)

1 2 3 4 5 6 7

Comments/Questions

6. Management (10%)

(Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure, role of any non-student executive, which students will execute plan)

1 2 3 4 5 6 7

Comments/Questions

In rating each of the above, please consider the following 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?

- more on other side -

Company: _____ Judge No: _____

(Using this rating system: 1 = very poor, 2 = poor, 3 = fair, 4 = adequate, 5 = good, 6 = very good, 7 = excellent)

7. Summary Financials (10%)

Presented in summary form and are easy to read and understand.

Consistent with plan and effective in capturing financial performance; Monthly for year 1, Quarterly for years 2-3, annually for years 4-5.

| | | | | | | | |
|------------------------------------|---|---|---|---|---|---|---|
| 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. Funds Required/Uses | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| e. Assumptions/Trends/Comparatives | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Comments/Questions

8. Offering (10%)

(Proposal/terms to investors--indicates how much needed, the ROI, the structure of the deal, and possible exit strategies)

1 2 3 4 5 6 7

Comments/Questions

9. Viability (20%)

(Market opportunity, distinctive competence, management understanding, investment potential)

1 2 3 4 5 6 7

Comments/Questions

10. Brevity and Clarity (5%)
(Is the plan approximately 25 pages with minimal redundancy)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------------------|---|---|---|---|---|---|---|
| Comments/Questions | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

Additional Comments

OFC-VC

Judge's Evaluation

Company: _____ Judge No: _____

II. Presentation (20%)

(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 |

Strengths of Presentation

Weaknesses of Presentation

- more on other side -

OFC-VC

Judge's Evaluation

Company: _____ Judge No: _____

III. Viability of Company (40%)

| Definitely | Definitely | | | | | | | Yes |
|--|------------|---|---|---|---|---|---|-----|
| | No | | | | | | | |
| 1. Market Opportunity (20%) (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. Distinctive Competence (20%) (The company provides something novel/unique/special that gives it a competitive advantage in its market.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 3. Management Capability (20%) (This team can effectively develop this company and handle the risks associated with the venture.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 4. Financial Understanding (20%) (This team has a solid understanding of the financial requirements of the business.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 5. Investment Potential (20%) (The business represents a real investment opportunity in which you would consider investing.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

| |
|----------------------------|
| Company Strengths |
| Company Weaknesses |
| Additional Comments |