

# **Northeast Wisconsin Business Plan Evaluation Criteria – Page 1 of 2**

The following items are standard parts of a business plan. These items will be used by the judges to score each business plan. It is meant as a guide to assist the participants in preparing their plans. It is not meant to be an all inclusive list, but most if not all of these items should be addressed to have a comprehensive business plan.

## **EXECUTIVE SUMMARY**

- Provide a concise summary of the business or business idea
- Should be brief
- Summarize the product/service
- Encourages the investor to read further

## **DESCRIPTION OF THE BUSINESS/PRODUCT**

- Identify and describe the products or service
- Description of what makes the product unique
- The location of the business
- Process/technology issues
- Does the product or service have any protectable intellectual property

## **INDUSTRY ANALYSIS**

- The size and characteristics of the market
- Recent trends and future outlook

## **COMPETITIVE ANALYSIS**

- Identify the principal competitors and their strengths and weaknesses
- Discuss the positioning of your product/service in the market
- Does the product/service have a unique selling point (USP)

## **CUSTOMER DEFINITION AND MARKET ANALYSIS**

- Identify the target market or niche and its size and potential
- Describe the customer that you are targeting
- Can the product or service have a leading position in the part of the market that is addressing

## **SALES AND MARKETING STRATEGY**

- Describe your marketing strategies and objectives
- List sales forecast assumption
- Describe the distribution system

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## **MANAGEMENT TEAM**

- Describe the key employees and owners and their backgrounds
- Describe the team's vision for the product/service
- Assess the potential of the team to execute the plan
- List the competencies and staffing skills needed for the business
- Identify personnel that will need to be added

## **FINANCIAL PLAN**

- Provide financial statement projections on a monthly basis for the first year and on a quarterly basis for years 2 and 3. These statements would include an income statement, a balance sheet, and a cash flow statement
- Provide a list of the sources and uses of funds required to start the business or to launch the product
- Document the financial assumptions used in preparing the forecast

## **CRITICAL RISKS**

- List the barriers to entry into the market or to launching the product
- List steps that will be taken to address problems or incorrect assumptions

## **EXIT STRATEGY**

- Explain how you will eventually leave your business
- List the steps that will be taken to position the company to execute the exit strategy

## **FUNDABILITY**

- What is the chance of this being successful
- Will any outside investors fund the project