

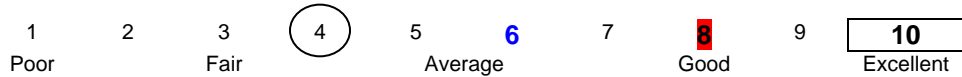


DEPAUL NEW VENTURE CHALLENGE
Business Plan Evaluation

Team Name: _____

Judging Instructions (please read carefully):

- A. Evaluate the plan as if you are a prospective *individual* investor (regardless of how much capital the team requires).
- B. The plan should be judged on its *viability*: the likelihood that the management team can build the proposed venture into a sustainable enterprise.
- C. Please rate each section of the business plan according to the scale below. Highlight each section's rating (several examples are illustrated).



- D. Add comments, suggestions and questions in the open, bullet-point lines that follow each rating.
- E. When you are done, please add your scores and enter the total in the space provided.
- F. Add overall commentary and recommendations at the end.

1. Executive Summary (clear, exciting, and effective as a standalone overview of the plan)

1 2 3 4 5 6 7 8 9 10

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2. Products & Services (description, features and benefits, price, stage of development, proprietary position)

1 2 3 4 5 6 7 8 9 10

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3. Industry & Market Analysis (overview of the size, scope, and trends of the industry, including customer and competitor analysis)

1 2 3 4 5 6 7 8 9 10

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4. Marketing Strategy (description of target market, product/service strategy, pricing, distribution, sales, advertising and promotion)

1 2 3 4 5 6 7 8 9 10

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5. Design & Development (startup plan, ongoing development, timeline, new products/services)

1 2 3 4 5 6 7 8 9 10

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6. Operations (plan for production/delivery of product or services, scope of operations)

1 2 3 4 5 6 7 8 9 10

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7. Financial Projections (consistency with plan, thoroughness, relevant line items, clarity, assumptions)

1 2 3 4 5 6 7 8 9 10

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8. Overall Viability (market opportunity, distinctive competencies, management understanding/capabilities, investment potential)

1 2 3 4 5 6 7 8 9 10

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9. Brevity & Clarity (well-written, minimal redundancy, understandable language)

1 2 3 4 5 6 7 8 9 10

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10. Management Team (skilled, experienced, balanced, capable)

1 2 3 4 5 6 7 8 9 10

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TOTAL SCORE (OUT OF 100): _____



OVERALL COMMENTARY & RECOMMENDATIONS FOR IMPROVEMENT

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Upon Completion

Please save this evaluation using the following format – “**team name_bp eval**”. Then email it to dnvc@depaul.edu no later than noon on Monday, April 14. If you have any questions, please contact Stephanie Furlan at sfurlan@depaul.edu or (312) 362-8676.

THANK YOU FOR YOUR TIME!