

Business Plan Evaluation Form – Oral Presentation

Company: _____ Judge: _____

Date: _____

Please evaluate the oral presentation based on the following criteria: 1=Poor, 2=Fair, 3=Adequate, 4=Good, 5=Excellent.						Comments
PRESENTATION STYLE (35%)						
1. Materials presented in clear, concise, and logical and/or sequential form.	1	2	3	4	5	
2. Presentation stayed within time frame.	1	2	3	4	5	
3. Conveyed confidence and professionalism.	1	2	3	4	5	
4. Demonstrated knowledge of industry.	1	2	3	4	5	
5. Responsiveness to judges/Effectively fielded questions.	1	2	3	4	5	
6. Stimulated investor interest and/or ability to maintain judge's interest.	1	2	3	4	5	
7. Visual aids complemented critical plan issues.	1	2	3	4	5	
BUSINESS PLAN SUMMARY (35%)						
1. Product/service clearly described.	1	2	3	4	5	
2. Marketability of product substantiated.	1	2	3	4	5	
3. Company operations clearly described.	1	2	3	4	5	
4. Major risks identified.	1	2	3	4	5	
5. Sales analysis and forecasts clearly presented. Key projections clearly presented (sales, profits, cash flows).	1	2	3	4	5	
6. Capital requirements clearly stated.	1	2	3	4	5	
7. Ability to relate need for the company. (meaningful examples, etc.).	1	2	3	4	5	
THE TEAM & VENTURE VIABILITY (30%)						
1. Vision: The lead entrepreneur provides clear insight into how the product/market opportunity was identified and assessed.	1	2	3	4	5	
2. Leadership: The lead entrepreneur demonstrates the personal characteristics necessary to launch and operate this venture.	1	2	3	4	5	
3. Skill: The lead entrepreneur demonstrates the skills and abilities necessary to manage this venture.	1	2	3	4	5	
4. Venture Fit: The team possesses the strengths needed by the venture.	1	2	3	4	5	
5. Team Fit: The team demonstrates the cohesion required to perform critical venture top management risks.	1	2	3	4	5	
6. Investment Potential: The business, as led by this team, represents a real investment opportunity in which you would consider investing.	1	2	3	4	5	