

Team Name: _____

THE JOHNS HOPKINS UNIVERSITY
BUSINESS PLAN COMPETITION
WWW.JHUCOMPETITION.ORG

WRITTEN BUSINESS PLAN EVALUATION SHEET – 2ND ROUND

REALISM OF VALUE PROPOSITION (Is it better than the Status Quo? Is the multiple of improvement easily detectable by the target market? Will it be easy to convince the market that the project/idea is better than others?)

Excellent Very Good Average Questionable Missing/Incomplete

1 2 3 4 5

SCORE

Written Comments:

SCALABILITY OF THE BUSINESS MODEL

Excellent Very Good Average Questionable Missing/Incomplete

1 2 3 4 5

SCORE

Written Comments:

LEVEL OF CLARITY IN THE WRITING OF THE BUSINESS PLAN (Is the written plan compelling?)

Excellent Very Good Average Questionable Missing/Incomplete

1 2 3 4 5

SCORE

Written Comments:

FINANCIAL ANALYSIS OF THE BUSINESS MODEL (Include primary financial risks and mitigation considerations)

Excellent Very Good Average Questionable Missing/Incomplete

1 2 3 4 5

SCORE

Written Comments:

STRENGTH OF THE MARKET ANALYSIS (Including market definition size and historical and future growth rates, Go To market - strategy, and competitor analysis including substitute products/services and competitor business models)

Excellent
1

Very Good
2

Average
3

Questionable
4

Missing/Incomplete
5

SCORE

Written Comments:

DOCUMENTED EVIDENCE FOR FEASIBILITY (Has evidence been provided that the business model technology, market adoption or other factors suggest that some of the core risks to the business have adequately been considered?)

Excellent
1

Very Good
2

Average
3

Questionable
4

Missing/Incomplete
5

SCORE

Written Comments:

TOTAL SCORE

COMMENTS:

Please write down any additional comments. Feedback is encouraged since the teams will be given this form to read.