



Johns Hopkins University Business Plan Competition

Business Plan:

Scoring:

5 = Excellent

4= Very Good

3=Good

2= Fair

1=Poor

Criteria	Max	Score	Comments
Value Created by the New Product or Service <ul style="list-style-type: none">• What is the new and unique value of product/service?• Is there a clear customer need satisfied?• Is the background explained?• How important is this product/service to customers and other stakeholders?• Is there a prototype or working description of the product/service?	5		
Attractiveness of the Market Opportunity <ul style="list-style-type: none">• How large is the market and how fast is it growing?• Can you be a “significant player” in this market?• What long-run profitability do you expect to see in this market?• Is there a clear market entry strategy?• Can the product/service be successfully monetized?• Is the business model both realistic and viable over the intermediate term (e.g. five to ten years)• Is the product/service scalable	5		



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Competitive Advantage of the Proposed Venture <ul style="list-style-type: none"> • What is the positioning of the product/service in relation to competitors (both direct and indirect)? • Is the product/service favorably positioned in the distribution channel? • Can this product/service be a leader in its market? • Are barriers to entry identified? • How long will it take you to get to market? 	5		
Operational and Technological Viability <ul style="list-style-type: none"> • How will the product or service be produced and delivered to customers? • What are the distribution channels? • Is any intellectual property essential to success? • How will rights to the property be secured? • Are there regulatory hurdles? • How long will it take to develop the property? • Are key milestones identified? 	5		
Capability of the Management Team <ul style="list-style-type: none"> • What roles will the current team members play? • How will gaps in the management team be filled? • Have the team members identified key risks and how they will be mitigated? 	5		



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Capital Requirements and Financial Forecast <ul style="list-style-type: none">• What type and amount of capital investment is required?• Is the investment required all at once or can it be staged?• Summary Financials provided?<ul style="list-style-type: none">○ 5 year forecast○ Revenue○ Major Expenditures○ Net Income	5		
Note: <ul style="list-style-type: none">• No valuation or deal structure is required at this stage• No exit strategy is required at this stage			

TOTAL SCORE:

Should this team advance to the final round?

Yes

No