

EC BUSINESS PLAN SCORE SHEET

Judge Name:											
Business Plan Number											
Business Plan Name											
	SCORES										
	HIGH			MEDIUM				LOW			
	10	9	8	7	6	5	4	3	2	1	0
1. Academic Requirements											
Transcript											
Community Service											
Event Attendance											
TOTAL FOR ACADEMIC REQUIREMENTS											
2. Originality / Viability											
Uniqueness of Concept											
Likelihood of Success											
TOTAL FOR ORIGINALITY											
3. Presentation											
Spelling / Grammar											
Graphics Supporting Research											
TOTAL FOR PRESENTATION											
4. Business Profile											
Business Concept											
Clear Description of Business											
Business Requirements											
TOTAL FOR BUSINESS PROFILE											
5. Target Market											
Description of Problem solved											
Description of Target Customers / Demographics											
Description of ways to reach potential customers											
TOTAL FOR TARGET MARKET											
6. Marketing/Sales Plan											
Describes how to market Product/Services for Sale											
Addresses how to deal with competitors											
Describes why Customers want Product/Services											
Describes how Product/Service is unique											
Describes how unique nature of product/service creates competitive advantage											
TOTAL FOR MARKETING/ SALES PLAN											
7. Operations											
Production of Product/Delivery Service											
Hiring Needs											
Equipment Needs for Product and Delivery											
Technology Needs											
TOTAL FOR OPERATIONS											
8. Financial Requirements											
Describes funding requirements											
Expense checklist											
Describes how to get funding											
TOTAL FOR FINANCIAL REQUIREMENTS											
9. Performance											
Description of Measuring Performance											
How will success be determined?											
TOTAL FOR PERFORMANCE											
10. Commitment											
Describes personal commitment to business success											
Back-up plan											
TOTAL FOR COMMITMENT											
(MAXIMUM SCORE -- 100) TOTALS:	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0										
GENERAL FEEDBACK ABOUT BUSINESS PLAN:											