

Business Plan Evaluator Feedback

Presenter:

Evaluator:

Date:

Style of presentation	<i>poor</i>	<i>fair</i>	<i>good</i>	<i>excellent</i>	<i>n/a</i>
Clarity and local sequence of materials presented					
Timing of the presentation					
Confidence and professionalism conveyed					
Industry knowledge demonstrated					
Responsiveness to questions					
Stimulated and maintained advisor's interest					
Critical plan issues identified and described					

Business plan summary	<i>poor</i>	<i>fair</i>	<i>good</i>	<i>excellent</i>	<i>n/a</i>
Product or service clearly described					
Unique selling proposition clearly defined					
Market readiness substantiated					
Intellectual property position well defined					
Business structure and operations described					
Major risks identified					
Sales analysis and forecasts clearly presented					
Capital requirements clearly stated					

The team	<i>poor</i>	<i>fair</i>	<i>good</i>	<i>excellent</i>	<i>n/a</i>
Vision: Leader provides clear insight into how the product/market opportunity was identified					
Leadership: Leader demonstrates personal characteristics needed to launch venture					
Skill: Lead entrepreneur demonstrates the skills and abilities necessary to manage this venture					
Breadth: The team possesses the core strengths needed by the venture					
Cohesion: The team demonstrates the trust required to perform and manage critical risks					
Potential: The business, as led by this team, represents a viable investment opportunity					

Comments for the presenter: