

2008 Haywood County Business Competition

	0 POINTS	2 POINTS	4 POINTS	6 POINTS	8 POINTS	10 POINTS	TOTALS
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I. EXECUTIVE SUMMARY

INTEREST LEVEL - The Executive Summary should capture the interest of the reader.	Summary is of no interest.	Creates a little interest.	Average Interest Level.	Better than average.	Creates a lot of interest.	Fascinating, needs no further refinement.	
IMPORTANT POINTS – The plan clearly covers the important points of the plan.	Does not cover important points.	Covers a few important points, focuses on useless information.	Most important points covered, but not very well.	Important points covered well.	Important points covered very well, a nice job.	A wonderful job, summary stands on its own.	

COMMENTS: _____

II. PRODUCT, SERVICE, OR BUSINESS MODEL DESCRIPTION

BUSINESS IDEA – should be clear, concise, and easy to understand.	Weak description of business idea.	Business idea is described, appears somewhat plausible.	Business idea clearly defined, but limited potential for success.	Clearly defined idea, with potential for success.	Clearly defined idea, with strong potential for success.	Clearly defined idea, successful or on its way to success.	
COMPETITIVE ADVANTAGE – Business should be clearly differentiated from others on the market. Long-term advantage a plus.	No competitive advantage, no differentiation.	Weak competitive advantage, weak differentiation.	Average competitive advantage, average differentiation.	Good competitive advantage and differentiation, some long term advantage.	Strong competitive advantage and differentiation, average long-term advantage.	Strong competitive advantage, differentiation, and long-term advantage.	

COMMENTS: _____

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III. Management Team

MANAGEMENT TEAM – Experience and ability of the team to conduct successful business operations.	No past experience or demonstrated ability.	Weak experience and demonstrated ability.	Average experience and demonstrated ability.	Good experience and demonstrated ability.	Strong experience and demonstrated ability.	Superior experience and ability.	
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COMMENTS: _____

IV. Market Analysis

MARKET IDENTIFICATION – Market identified as to size, trends, growth.	No market identified.	Market not clearly identified or analyzed.	Market identified, but stagnant or declining.	Market identified, but is a small growing market.	Market clearly identified, and it is growing market with long-term potential.	Market clearly identified, and it is a large growing market with strong long-term potential.	
TARGET MARKET – Market should be clearly segmented from the overall market.	Target market not identified.	Target market not clearly identified.	Target market identified, but vaguely defined.	Target market clearly identified and defined.	Target market clearly identified and defined, showing promise.	Target market clearly identified and defined, very convincing.	

COMMENTS: _____

V. Marketing Plan

MARKETING PLAN – Pricing, Promotion, and Distribution should be discussed	No Marketing Plan.	Pricing, Promotion, and Distribution covered poorly.	Pricing, Promotion, and Distribution covered, but not very well. No clear strategy.	Pricing, Promotion, and Distribution covered with recognizable strategy.	Pricing, Promotion, and Distribution are strong with good strategy.	All elements strong with very convincing strategy.	
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COMMENTS: _____

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VI. Timeline

TIMELINE – a schedule or timetable for starting and/or growing the business	No Timeline	Weak or poor timeline	Timeline included, but not reasonable	Timeline included, and somewhat reasonable	Good timeline that appears reasonable	Strong and convincing timeline	
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COMMENTS: _____

VII. FINANCIALS

START-UP COSTS – a listing of start-up costs and assumptions behind the numbers	No start-up costs included.	Start-up costs included, but with major problems or unrealistic assumptions.	Start-up costs included, but with minor problems or faulty assumptions.	Good presentation of costs with reasonable assumptions included.	Very Good presentation of costs with reasonable assumptions included.	Outstanding presentation of costs with realistic assumptions.	
CASH FLOW PROJECTIONS – month-to-month projections for 24 months, including assumptions	No projections, included.	Projections included, but with major problems or unrealistic assumptions.	Projections included, but with minor problems or faulty assumptions.	Good presentation of projections with reasonable assumptions included.	Very Good presentation of projections with reasonable assumptions included.	Outstanding presentation of projections with realistic assumptions.	

COMMENTS: _____

VIII. OVERALL IMPRESSION

PLAN POTENTIAL – Feasibility of the plan to be successful	Little or no potential.	Unconvincing in its potential.	Some potential.	Average potential.	Strong potential.	Outstanding potential, little or no refinement needed.	
HAYWOOD COUNTY IMPACT – Jobs, wealth creation, increased tax base, etc.	Little or no impact.	Unconvincing in its impact.	Some possible impact.	Average business impact.	Strong positive impact on the county.	Outstanding positive impact on the county, little or no refinement needed.	

COMMENTS: _____
