



**National Business Plan Competition
2015-2016 Business Plan Written Rubric**

SCORING KEY

		Score
Well above standards	outstanding execution; research exceptionally well done	5
Above standards	well executed; research well done; few minor errors or omissions	4
Meets standards	includes essential components; most components are relatively clear, coherent and contain relevant content	3
Below standards	missing essential components; components are unclear; does not contain relevant content	2
Well below standards	major flaws or section missing	1

COMPONENT & EXPLANATION	Weight
<p>Executive Summary</p> <ul style="list-style-type: none"> Executive Summary: Concise overview of the entire plan that includes important details such as the mission, product/service offerings, growth goals, and financial highlights. This section should outline where your company is, where you want to take it, and highlighting the strengths of the overall plan. 	10%
<p>About the Business</p> <ul style="list-style-type: none"> Company Overview: Provide the reader with a description of the company’s primary business, industry, legal description, location, and brief history (if an existing company). Mission Statement: A brief statement that represents what the company stands for; narrow enough to give direction but not so vague that it could apply to any other organization. Management Functions: <ul style="list-style-type: none"> Planning: What are the goals of the business? Identify strategies to achieve each goal. Organizing: How is the firm organized to be able to meet objectives? Organization chart to specify what jobs need to be done and by whom. Directing: How are directions, assignments, instructions and information provided to employees? Controlling: How does the firm monitor progress toward achieving goals? SWOT Analysis <ul style="list-style-type: none"> Distinguish between internal and external analysis. 	20%
<p>External Environment</p> <ul style="list-style-type: none"> Current economic conditions: A “snapshot” of the economic environment that may include information such as employment levels, interest rates, rate of inflation/deflation, rate of change of GDP, balance of trade, exchange rates, and/or any other information you think is appropriate. Industry analysis – real & virtual. <ul style="list-style-type: none"> <i>Real</i>: Demonstrate an understanding of the real world industry by providing information about size, profitability, current challenges, competitive pressures, etc. <i>Virtual</i>: Provide evidence that research was done to obtain information about the status of this industry in the virtual economy, i.e, # of competitors, profitability, expected demand, financial condition of prospective customers, etc. Competitive analysis: Identification and examination of characteristics of competing firms in the virtual marketplace. (If there are no direct competitors, analysis of indirect competitors.) 	20%

<p>Marketing Plan</p> <ul style="list-style-type: none"> • Target market & market segmentation: <ul style="list-style-type: none"> ○ Identifies a specific group of consumers toward which firm directs its marketing efforts. ○ Separates layers of market according to some of the following: demographics, geography, psychographics, benefits, etc. • Marketing Mix: <ul style="list-style-type: none"> ○ Product: The product (or key products) including product features that will satisfy customer needs. ○ Price: What are the pricing objectives? (Maximize profits? Maximize sales?) How were prices determined? (Demand-based? Cost-based? Competition-based?) ○ Placement: What percentage of sales is from trade shows? What percentage is Web-based? What percentage is from non-virtual customers? ○ Promotion: How do customers know about your business and the benefits of doing business with you? ○ Positioning: The image created in the customer's mind. • Discussion of business risks <ul style="list-style-type: none"> ○ Identify the risks that will occur if assumptions you have made are incorrect. ○ Provide a strategy for dealing with the risks identified. 	20%
<p>Financial Planning</p> <ul style="list-style-type: none"> • Break-even Analysis: Provide break-even amounts in total dollars or number of sales. Provide details about assumptions you used to perform analysis including the profit margin percentage. (Assume that all costs are fixed except for cost of goods sold.) • Income Statement: <ul style="list-style-type: none"> ○ Provide a <i>projected</i> multiple-step income statement for the fiscal year ending 4/30/2016 with details by month. Breakout sales made at trade shows and to non-virtual entities. (Sales to non-virtual entities may not exceed 75% of budgeted salaries expense, net of COGS, for the current fiscal year.) • Balance Sheet: <ul style="list-style-type: none"> ○ Provide a <i>projected</i> balance sheet dated 4/30/2016. • Cash Budget: <ul style="list-style-type: none"> ○ Provide a <i>projected</i> cash budget for payments and receipts of cash for the fiscal year ending 4/30/2016 with details by month. <i>Note: Some months of this statement may include actual numbers. Label columns as "actual" or "projected."</i> • Financial statements and charts should include footnotes that explain or provide additional details about the assumptions and/or methods used to determine the numbers. • Financial write-up: <ul style="list-style-type: none"> ○ A written summary/explanation/interpretation of the financial data. 	20%
<p>Organization and Presentation of Plan</p> <ul style="list-style-type: none"> • Cover page: All information present, including name of business, logo, data, other information you feel is pertinent. • Table of contents: Includes each major section, page numbers; is organized and neat. • Logical organization, well designed, free of errors, writing quality, effective use of charts, graphs and graphics. • Includes applicable footnotes or citations to research • Includes an appendix that includes <ul style="list-style-type: none"> ○ copy of bank statement ○ copy of contract used for sales of non-virtual entities ○ loan amortization table 	10%

Feasibility (BONUS POINTS)

- ____ I would invest in this company (5 points)
____ I would consider investing in this company but need more detail or further development (2 points)
____ I would not invest in this company (0 points)

NOTE 1:

Plans may be disqualified if missing any of the following from the Appendix –

- Copy of bank statement showing balances of all accounts as of 10/31/15 (local competitions) or 12/31/2015 (national competition).
- Copy of contract used for sales to non-virtual entities with required contact information (if applicable).
- Loan amortization table for loan or proposed loan (for firms with loan payable or with applications for loan pending).
- Notes or citations to research.

NOTE 2:

Document Format/Requirements

- Business plans cannot exceed 20 pages
- Cover page, table of contents, executive summary, appendix and 5 additional pages of supporting documents will not count towards the 20 page limit.
- Written plans must be presented in 12 point font and be one-and-one-half or double spaced.
- All required financial statements must be included within the 20-page limit.