



WRITTEN BUSINESS PLAN RUBRIC

RUBRIC & SCORING ELEMENTS

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement. The *Task Alignment* identifies the associated curriculum tasks for each section.

| ELEMENT | JUDGING CRITERIA |
|-----------------------------|---|
| Executive Summary | Create a 1-2 page overview of the entire plan that includes important details such as the mission, products/services, company goals, business rationale and financial highlights. This section should outline where your company is, where you want to go, and highlight the strengths of the plan. |
| Business Rationale | <p><u>Customer Empathy:</u> Provide an explanation of how you targeted/researched potential clients to arrive at the conclusion that this demographic would be your clientele.</p> <p><u>Problem Statement:</u> Provide an explanation of the problem, or issue confronting your customers- explain the root cause(s) and associated emotions.</p> <p><u>Solution Statement:</u> A statement that describes how your product or service addresses and solves the problem statement you identified.</p> <p><u>Company Goals:</u> Indicate the goals and objectives of your business. Identify strategies to achieve each goal.</p> |
| About the Business | <p><u>Company Overview:</u> Provide the viewer with a description of your company's primary business, industry, legal description, location, and brief history (if an existing company).</p> <p><u>Mission Statement:</u> A brief statement that represents what your company stands for; narrow enough to give direction, but not so vague that it could apply to any other organization.</p> <p><u>Organization:</u> Organization chart to specify key positions and qualifications.</p> <p><u>SWOT Analysis:</u> Determine the firm's internal weaknesses & strengths, as well as the external opportunities & threats.</p> |
| External Environment | <p><u>Competitive analysis:</u> Identify and examine the characteristics of competing firms in the virtual marketplace. What differentiates your firm from its competitors?</p> <p><u>Current Economic Conditions:</u> A "snapshot" of the economic environment that may include information such as employment levels, interest rates, inflation rate, GDP, GNP, balance of trade information, exchange rates and any other information that could affect your firm and your applicable industry.</p> <p><u>Industry Analysis - Real & Virtual:</u></p> <ul style="list-style-type: none"> • Real: Demonstrate an understanding of the real-world industry by providing information about size, profitability, current challenges, competitive pressures, etc., and how this information may impact your firm. • Virtual: Provide evidence that research was performed about the status of your industry in the virtual economy, which should include competitors, profitability, anticipated demand, financial position of customers, and indicate how all this information may impact your firm. |



| | |
|----------------------------------|--|
| <p>Marketing Plan</p> | <p><u>Target Market & Market Segmentation:</u></p> <ul style="list-style-type: none">• Identify specific groups of consumers to which the firm directs its marketing efforts (Gen Z, Millennials, etc.) and why they were targeted.• Separate layers of the market according to some of the following: demographics, geography, psychographics, socio-economic factors as deemed necessary to secure financial success for the firm. <p><u>Marketing Mix:</u></p> <ul style="list-style-type: none">• Product: Describe the products/services and features that will satisfy customer needs/wants.• Price: Explain the pricing objectives (maximize profits/sales) and price determination (cost-based/competition-based).• Placement: Explain where sales are made and how the product/service is delivered to the client. Percentage breakdowns of sales are required. (i.e.: 20% of sales are via website; 50% from trade shows; 30% from out-of-network contracts).• Promotion: Explain how you intend to make customers aware of the existence of your business and the advantages your firm offers its customers. Describe the advertising/promotional strategies your firm has or will employ and why they will be successful.• Positioning: Indicate the image your company has or will create in the minds of potential customers. Articulate the appeal of your business and which segment of the market will react best, or indicate why the entire market will react well to your marketing campaign. <p><u>Discussion of Business Risks:</u></p> <ul style="list-style-type: none">• Identify the risks that may keep the firm from achieving its goals or meeting projections (foreign exchange fluctuations, liability, business interruption, credit, etc.) and provide strategies for dealing with the risks identified. |
| <p>Financial Planning</p> | <p><u>Break-even Analysis:</u> Provide a break-even analysis in total amounts of dollars and units of sales. Provide details about assumptions you used to create the analysis; specifically fixed expenses, cost of goods sold, profit rate % and selling price.</p> <p><u>Summary Profit & Loss Statement:</u> Provide a projected summary P/L report for the fiscal year ending 4/30/22. The summary must include projected Total Revenue, Cost of Goods Sold, Gross Profit, Gross Profit Margin %, Operating Expenses and Net Income. (All numbers should be justified through research and data).</p> <p><u>Balance Sheet:</u> Provide a current "actual" balance sheet dated 2/28/22 or later.</p> <p><u>Sales Projection Summary:</u> Create a month-by-month summary of projected sales through 4/30/22 that includes online sales, trade show sales, direct sales, out-of-network sales and other sales. The total revenue amount on this report should reconcile to the total revenue amount on the Summary P/L Report.</p> <p><u>Financial Statements & Charts:</u> All the financial reports listed above should include footnotes that explain or provide additional details about the assumptions and/or methods used to determine the numbers.</p> <p><u>Financial Write-Up:</u> A written summary must be provided which explains and interprets the financial data provided.</p> |



| | |
|--|--|
| Organization & Presentation | <p><u>Cover Page:</u> All information is present, including the name of the business, logo, slogan, phone #, fax #, e-mail, website and social media information.</p> <p><u>Table of Contents:</u> Includes each major section, page numbers; information is organized and neat.</p> <p><u>Organization:</u> The plan is presented in logical order and is well-designed. The plan should be free of spelling, grammar and formatting errors. The product should be a finished and professional document.</p> <p><u>Citations:</u> All statements of fact and references to data obtained from outside sources must be cited via footnotes in the plan itself, or in a citations page in the Appendix. MLA format is suggested, but not required).</p> <p><u>Appendix:</u> An appendix section is required and must include:</p> <ul style="list-style-type: none">• Screenshot of firm bank balance as of 2/28/22• Contracts of out-of-network sales to non-VE clients (if applicable)• Letters of support from Angel Investors (if applicable)• Loan amortization table (if applicable) |
|--|--|

Note 1: Plans may be penalized if missing any of the following from the Appendix:

- A screenshot of the firm's bank account statement displaying the bank balance as of 2/28/22.
- Copy of the contract(s) used for out-of-network sales to non-VE entities with required contact information (if applicable).
- Letters of support from angel investors with required contact information (if applicable).
- Loan amortization table for a loan or proposed loan (firms with an active loan, or pending loan application).
- Notes or citations to research (MLA format is suggested, but not required).

Note 2: Document Format/Requirements

- Business plans cannot exceed 20 pages.
- Cover page, table of contents, executive summary, and appendix pages will not count towards the 20- page limit. Appendix sections should not exceed 8 pages in length unless approved in advance.
- Written plans must be presented in an appropriately-readable and sized format font and be 1.5 or double-spaced. Font sizes and types may vary, but should approximately align to 12 pt. Times New Roman font. The suggested page margin is 1" and the minimum acceptable margin is 0.5".
- All required financial statements (Break-even Analysis, P&L Summary Report/ Sales Projection Report and Balance Sheet) must be included within the 20-page limit.