

Rowan University Business Plan Competition 2009/10

The evaluation of the **feasibility analysis** phase of the business plan competition is presented in five sections: the Executive Summary, Product and/or Service, Market, Financial, and Future Plans. Please rate all sections and make comments should you desire.

Name of Team: _____

Judge: _____

	Strong	Good	Adequate	Weak	Poor
1. EXECUTIVE SUMMARY	1	2	3	4	5
Describes the product or service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identifies company's unique features.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specifies what the company wants to accomplish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Makes me want to hear more about the proposal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:					
2. MANAGEMENT TEAM	1	2	3	4	5
Identifies a management team and roles of each member.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identifies sufficient credentials and abilities of team members to implement business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:					
3. PRODUCT / SERVICE FEASIBILITY	1	2	3	4	5
Described the product or service and its purpose, unique features, value proposition and limitations, if any.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Describes the stage of development of product/service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrates understanding of the supply chain.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Addresses proprietary rights, regulatory issues, product/service liability, where applicable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:					

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4. MARKET FEASIBILITY	1	2	3	4	5
Explains industry, growth potential, trends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discusses the competition and identified its strengths and weaknesses relative to this product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understands the customer and their need for product/service, special benefits (Value Proposition)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Defines target market (nature, size, scope), penetration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:					
	Strong	Good	Adequate	Weak	Poor
5. FINANCIAL FEASIBILITY	1	2	3	4	5
Describes pricing strategy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Describes cost analysis.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discusses projected sales, revenue and profitability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides basic financial projections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:					
	Strong	Good	Adequate	Weak	Poor
6. FUTURE PLANS	1	2	3	4	5
Explains capital needed to bridge gap and move forward with enterprise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identifies governance structure that can attract required resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Addresses roles and credentials of team members to be recruited in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discusses issues such as license potential, corporate partners and/or proprietary rights.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:					

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Judge: _____

Summary:

Overall, how would you rate the feasibility of this proposal to date: **FEASIBLE** **NOT FEASIBLE**

Is there any factor that you consider a **FATAL FLAW** in the proposal? What is it?

Thank you for your time and consideration for the students of Rowan University.