

WPI VENTURE FORUM

2005 Business Plan Contest

Presentation Scoring Criteria

	<u>Rating</u>
1. How well did the company define its market?	_____
2. How well did the company define its new products or services?	_____
3. How well did the company address developing a revenue generating strategy?	_____
4. How well did the company demonstrate a credible marketing plan and sales strategy?	_____
5. How well do the financial projections reflect true operating costs and capital expenditures?	_____
6. How achievable are the projected revenues and earnings?	_____
7. How well did the company identify potential competitors and describe the competitive advantages of the proposed products or services?	_____
8. How well did the company establish a program for protecting its proprietary rights?	_____
9. How well did the company focus on the <u>critical</u> elements for success of the business?	_____
10. How well did the company define investor exit strategy?	_____

Bonus Points (2 points maximum each):

How well organized was the presentation?	_____
How “compelling” is the plan?	_____
How “seasoned” is the team?	_____
Was a tangible prototype or model shown?	_____

Total: _____

*Ratings are based on a scale of 1 to 10: (1-2) Poor (3-4) Acceptable (5-6) Good (7-8) Very Good (9-10) Ideal