



Participant Name: _____
 Participant Name: _____
 Evaluator Name (#): _____
 Date: _____

Business Plan Evaluation Guide

BUSINESS NAME: _____ LOCATION: _____ TYPE OF BUSINESS: <input type="checkbox"/> For-Profit <input type="checkbox"/> Nonprofit <input type="checkbox"/> Social Enterprise	Does Not Meet Expectations	Meets Expectation	Superior	Total Points Earned
Selection of business proposal is appropriate for this festival, has an appropriate level of difficulty, and presents a for-profit, nonprofit, or social enterprise business concept and structure consistent with a Christian worldview.	0	1-2	-	/2 pts
Oral communication: Includes expression and vocal clarity, stage presence, and effective timing and organization.	0	1-4	5	/5 pts
Written presentation: <ul style="list-style-type: none"> • Includes cover page, page numbers for core content, topic headings, and financial plan. • Addresses all of the content requirements. • Written with effective paragraph structure, clarity, and use of English language. 	0	1-4	5	/5 pts
Overall effectiveness: <ul style="list-style-type: none"> • Customer Profile – Customer profile clearly identifies and provides profile of potential customers and their unsatisfied needs and wants. • Value Proposition – Proposed product or service and how it is priced will clearly fit the potential customer’s needs and wants in ways not being met by current products or services. • Structure – Business plan describes mission, resources, key partners, promotion plan, delivery system, and ways to create brand loyalty. • Sustainability – Financial plan provides evidence that the business plan is feasible, that “start up” resource needs appear to be appropriately identified, and that planning for potential risks are in place. • Q&A Response – Responded to questions in way that showed clear understanding of issue raised and with clarity regarding relation to the business plan. 	0	1-5	6	/6 pts
	0	1-5	6	/6 pts
	0	1-5	6	/6 pts
	0	1-5	6	/6 pts
	0	1-2	4	/4 pts
Total Initial Points				/40 pts
Deduct for Rule Violation (-2) and/or Time Violation (-2) (circle)				/4 pts
Net Points				/40 pts

Comments and opportunities for improvement:
