

FUEL: COMPREHENSIVE BUSINESS PLAN PANEL EVALUATION FORM

BUSINESS PLAN ID NUMBER _____

0 POINTS 1 2 POINTS 3 4 POINTS 5 6 POINTS 7 8 POINTS 9 10 POINTS TOTALS

How are the following Business Plan components reflected in the submittal? Score each component from 1-10. Odd numbers (1,3,5,7,9) can be used.

I. EXECUTIVE SUMMARY

A. INTEREST LEVEL	Summary does not create interest	Summary creates a little interest	Summary is of average interest	Summary creates better than average interest	Summary creates a lot of interest	Summary is fascinating, needs no further refinement	INTEREST LEVEL SCORE
The Executive Summary should capture the interest of the reader.							<div style="border: 1px solid black; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center;">x 1 =</div> <div style="border: 1px solid black; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center;"></div>

B. IMPORTANT POINTS	Summary does not cover important points	Covers only a few important points, focuses on unimportant points	Most important issues covered, but not very well	Important points covered well	Important points covered very well, a nice job	A wonderful job, summary stands on its own	IMPORTANT POINTS SCORE
The Executive Summary should clearly cover the important points of the plan.							<div style="border: 1px solid black; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center;">x 1 =</div> <div style="border: 1px solid black; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center;"></div>

II. PRODUCT, SERVICE, OR BUSINESS MODEL DESCRIPTION

A. BUSINESS IDEA	Weak description of business idea	Business idea is described and appears plausible	Business idea clearly defined, but no testing of the idea is planned	Clearly defined idea, not thoroughly tested in the market	Clearly defined and tested business idea	BUSINESS IDEA SCORE
The description of the concept should be clear, concise, and easy to understand. Please note that the concept or aspects of the concept may have been tested by other businesses or in other markets.						<div style="border: 1px solid black; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center;">x 1 =</div> <div style="border: 1px solid black; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center;"></div>

B. COMPETITIVE ADVANTAGE	No competitive advantage, no differentiation	Weak short-term competitive advantage, no long-term advantage, no differentiation	Weak short-term competitive advantage, weak long-term advantage, weak differentiation	Short-term competitive advantage, weak long-term advantage, average differentiation	Strong short-term advantage, average long-term competitive advantage, strong differentiation	Strong short-term advantage, strong long-term competitive advantage, strong differentiation	COMPETITIVE ADVANTAGE SCORE
The product/service should be clearly differentiated from others on the market. Patents and/or other protections of intellectual property are pluses. Addressing long-term competitive advantage also a plus.							<div style="border: 1px solid black; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center;">x 1 =</div> <div style="border: 1px solid black; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center;"></div>

COMMENTS

PAGE 1 TOTAL

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0 POINTS	2 POINTS	4 POINTS	6 POINTS	8 POINTS	10 POINTS	TOTALS
How are the following business plan components reflected in the submission? (Score each component from 0-10. Odd numbers (1,3,5,7,9) can be used.)						

MANAGEMENT TEAM	MANAGEMENT TEAM REQUIREMENTS	MANAGEMENT TEAM SCORE
All major team members identified along with background, experience and job descriptions.	Management team has no appropriate skills and experience Management team has little of the appropriate skills and experience One team member has appropriate skills and experience Several members of the team have appropriate skills and experience All team members have appropriate skills and experience All team members have appropriate skills and experience, and the leader has experience starting and/or growing a similar business	<div></div> x 2 = <div></div>

IV. MARKET ANALYSIS

A. MARKET IDENTIFICATION/ANALYSIS	No market identified	Market is not clearly identified or analyzed	Market identified, but it is a declining market	Market clearly identified, and it is a small growing or large mature market	Market clearly identified and it is a small booming or large growing market	Market clearly identified, and it is a large booming market	MARKET ANALYSIS SCORE
The market should be clearly identified as to size, trends, and/or growth potential.							<div></div> x 1 = <div></div>
B. TARGET MARKET	Target market not identified	Target market not clearly identified	Target market identified, but vaguely defined	Target market clearly identified and defined	Target market clearly identified and defined, showing promise	Target market clearly identified and defined, very convincing	TARGET MARKET SCORE
The target market should be clearly segmented from the overall market. Segmentation could be based on demographics, geographics, psychographics, etc.							<div></div> x 1 = <div></div>

COMMENTS

PAGE 2 TOTAL

Out of 40 possible

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V. MARKETING PLAN OUTLINE

MARKETING PLAN OUTLINE
Pricing, Promotion, and Place/Distribution should be covered in this section. Product, the fourth P, should be covered in the 2nd section. Place/Distribution refers to how the products/services are delivered to the customers.

The four P's (product price, promotion, and distribution) are not covered or poorly covered	Three of the P's are covered poorly and there is unclear market strategy	Two of the P's are covered poorly; but market strategy is recognizable with clear gaps	One of the P's is not covered or covered poorly, but a clear strategy is recognizable	All 4 P's are covered well, and the strategy is clear	All 4 P's are covered and the strategy is very convincing and promising
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MARKETING PLAN SCORE

x 2 =

VI. OPERATIONAL PLAN

OPERATIONAL PLAN
Operational Plan Should include info such as: organizational chart, business location, labor and equipment requirements, flow charts, etc.

Not included	Included, but of poor quality and clearly incomplete	Included, but missing key components	Adequate operational plan	Very good operational plan	Outstanding operational plan
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OPERATIONAL PLAN SCORE

x 2 =

VII. RISKS AND EXTRAORDINARY OPPORTUNITIES

RISKS AND OPPORTUNITIES
Risks and Opportunities and responses to each

Not addressed	Poorly addressed risks, opportunities and responses	Risks, opportunities, and responses adequately addressed	Good presentation of risks, opportunities, and responses	Very good presentation of risks, opportunities, and responses	Outstanding presentation of risks, opportunities, and responses
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RISKS AND OPPORTUNITIES SCORE

x 2 =

VIII. IMPLEMENTATION PLAN

IMPLEMENTATION PLAN
Should include milestones and the following information on each milestone: date to be reached, funding required, action steps, employees required, etc.

Not included	Included, but of poor quality and clearly incomplete	Included, but missing key components	Adequate implementation plan	Very good implementation plan	Outstanding implementation plan
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IMPLEMENTATION PLAN SCORE

x 2 =

COMMENTS

PAGE 3 TOTAL

FUEL. COMPREHENSIVE BUSINESS PLAN PANEL EVALUATION FORM

0 POINTS

2 POINTS

4 POINTS

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10 POINTS

TOTALS

How are the following Business Plan components reflected in the submission? Score each component from 1-10. Odd numbers (1,3,5,7,9) can be used.

IX. FINANCIALS

A. FINANCIAL PROJECTIONS (Cash Flow, Profit and Loss, Balance Sheet)

No projections

One of the three is present, or very serious problems with projections

Two of the three are present, or projections have some problems

All three are present, but there are minor problems

All three are present and appear to be correct

All three presented in a very clear manner with no problems

FINANCIAL PROJECTIONS SCORE

x 1 =

B. FINANCIAL ASSUMPTIONS Assumptions should explain and justify the numbers in the financial projections.

No assumptions

Unrealistic assumptions

Somewhat realistic assumptions

Realistic assumptions, but low returns

Realistic assumptions, moderate returns

Realistic assumptions, high returns

FINANCIAL ASSUMPTIONS SCORE

x 1 =

X. OVERALL IMPRESSION

PLAN POTENTIAL
Use your judgment to determine feasibility and potential of the plan.

Plan has little or no potential

Plan is interesting, but unconvincing in its potential

Plan has good aspects, but still needs a lot of refinement

Plan is worth pursuing, but needs additional refinement

Plan has good potential and is worth pursuing

Plan has great potential and needs little if any refinement

OVERALL IMPRESSION SCORE

x 2 =

COMMENTS

Evaluator Signature

Date

PAGE 1 TOTAL

PAGE 2 TOTAL

PAGE 3 TOTAL

PAGE 4 TOTAL

GRAND TOTAL

Out of 40 possible

Out of 200 possible