

Applicant: _____ **Rater:** _____

2011 INNOVATION BUSINESS PLAN COMPETITION RATING SHEET

Maximum points available = 100. Two sections with a maximum of 50 points each

Section I: Innovation/Social Return (50 Points)

1. Innovation: The extent to which the business plan describes how this earned income venture represents an innovative approach to a challenge or issue.

0 1 2 3 4

2. Social Return: The extent to which the business plan describes the initiative's potential to demonstrate social return and impact. Is it clear that the organization's mission is supported through this earned income venture?

0 1 2 3 4

3. Return on Investment: The extent to which the business plan describes and illustrates the financial return on the investment. The returns projected are reasonable and the costs are justified in the business plan.

0 1 2 3 4

Scoring for Section I: Total earned points out of 12 maximum: _____.

Conversion to scale: Points earned _____ x 50/12 = _____.

Section II: Business Plan (50 Points)

4. Feasibility of the Business Model: The extent to which the earned income venture presents a credible business model. The business plan is realistic, well organized and understandable.

0 1 2 3 4

5. Understanding the Marketing Opportunity: The extent to which the business plan presents compelling documentation that identifies the earned income venture's customers, competitors, pricing & distribution strategies, and potential barriers.

0 1 2 3 4

6. Operations Plan for the Initiative: The extent to which the business plan describes the operations plan; reasonable time frames are presented for implementation, staffing patterns are realistic, and other key systems unique to the earned income venture are detailed.

0 1 2 3 4

7. Fundability and Leveraging: The extent to which the business plan has described strategies to develop commitments for additional financial support.

0 1 2 3 4

8. Organizational Capability: The extent to which the organization has the internal capacity to carry out the activities described in the business plan and supporting materials.

0 1 2 3 4

9. Management Team: The extent to which the business plan demonstrates that the management team assembled has the expertise, skills, training and capacity to successfully carry out the proposed earned income venture.

0 1 2 3 4

Scoring for Section II: Total earned points out of 24 maximum: _____.

Conversion to scale: Points earned _____ x 50/24 = _____.

Total Score: Section I + Section II = _____

Comments:

Scoring for individual items:

0 = Does not meet/address criteria

1 = Meets/addresses criteria in a minimal way

2 = Meets/addresses criteria in an average manner

3 = Meets/addresses criteria in a very good manner

4 = Meets criteria in a comprehensive manner, outstanding