

## Scoring Criterion for Business Plan Competition

1. Submitted Business Plans will be evaluated in the following areas; weighted percentages are indicated in parenthesis:

### I. Written Business Plan (70%)

- a. **Executive Summary (5%)**- Clear, concise, exciting and effective as a standalone overview of the plan.
- b. **Company Overview (10%)**- Business purpose, history, genesis of concepts, current status, overall strategy and objectives.
- c. **Products or Services (10%)**- Description, features and benefits to Bay County, pricing, current stage of development proprietary position.
- d. **Market and Marketing Strategy (10%)**- Description of Bay County market, competitive analysis, needs identification, market acceptance, unique capabilities, sales/promotion.
- e. **Operations (20%)**- Plan for production/delivery of product opr services, product cost, margins, operating complexity, resources required.
- f. **Management (10%)**- Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure.
- g. **Summary Financials (10%)**- Presented in summary form and are easy to read and understand. Consistent with plan and effective in capturing financial performance.
- h. **Viability in Bay County (20%)**- Market opportunity, distinctive competence, management understanding, investment potential.
- i. **Brevity and Clarity (5%)**- Cleary articulated, easily understood, Minimal redundancy.

### II. Viability of Company/Business (30%)

- a. **Market Opportunity (20%)**- There is a clear market need presented as well as a way to take advantage of that need.
- b. **Distinctive Competence (20%)**- The company/business provides something novel/unique/special that gives it a competitive advantage in its market.
- c. **Management Capability (20%)**- This company/business can effectively develop this company and handle the risks associated with the venture.

d. **Financial Understanding (20%)**- This company/business has a solid understanding of the financial requirements of the business.

e. **Investment Potential (20%)**- The company/business represents a real investment opportunity in which you would consider investing.