

Business Summary Review

<enter company name here>

<enter date here>

<enter your name here>

Scoring Criteria

Excellent Potential	10
Good Potential	8
Close to Acceptable	5
Needs Significant Work	3
Not Addressed in Plan	0

Criteria

You have a well structured, complete business summary (max 1000 words)
You have identified the market opportunity and explained why your service (or product) is needed
You have clearly explained the value proposition
You have defined the competitive landscape and your key differentiating factors
You have completed a well structure, complete SWOT analysis
Your business idea is realistic
You or your team is capable of executing the plan
Overall, your plan exhibits great potential

Score	Weight	Total
0	5	0
0	4	0
0	3	0
0	4	0
0	4	0
0	4	0
0	2	0
0	4	0

Reductions

Number of Spelling errors

0	1	0
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Total Score

0

Total Score (%)

0%

Comments:
