

Oral Presentation 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

> Business Model Risk

You have clearly defined the market and market opportunity
You have identified the target market
You have accurately defined the size of the market
You have articulated the distribution and sales channels. Product/Service delivery is clear and appropriate for the scope of the business
You have defined your competitive matrix and explained the key competitive advantages
What alliances or partnerships have you entered (e.g. joint ventures, marketing alliances, licensing arrangements, selling/distribution agreements, channel partnerships, software agreements, etc.)?
What makes your business different or unique?

Score	Weight	Total
0	5	0
0	3	0
0	2	0
0	3	0
0	3	0
0	3	0
0	5	0
		0
		0%

Subtotal

Sub %

> Financing Risk

You clearly articulated your financial strategy and projections
What are your probable exit scenarios?
Financial Projections: Highlighted in the oral presentation. Financial projections (i.e. P&L, Balance Sheet and Cash Flow) with explanatory notes and assumptions <i>including exit strategy. Assumptions as important as numbers. Projections of volumes using prices must be supported by solid marketing information.</i>
What milestones have you identified that will change the value of the company when achieved relative to operational strategies and use of investment funds?
Are you after the right amount of money to fund this plan?

0	4	0
0	4	0
0	5	0
0	3	0
0	2	0
		0
		0%

Subtotal

Sub %

> Execution Risk

Do you have an experienced, strong, cooperative management team in place. What is it about your management team that makes them uniquely capable of executing on this business plan?
Do you have high quality outside advisors or a good Board of Directors?

0	5	0
0	5	0
		0
		0%

Subtotal

Sub %

Total score

Total %

0
0%

The scoring weights are based on our opinion as to relative importance to achieving the overall goals of the plan. It is most heavily weighted to the management team. A business plan that does not achieve at least 60% in each category has obvious deficiencies in the presentation or the plan. This areas should be addressed to make the plan more complete and competitive.