



AIBL National Conference

Business Plan Competition Score Sheet

School Name _____ Division _____ Final Score _____

Judge Name _____

EXECUTIVE SUMMARY	5 - excellent	4 - very good	3 - good	2 - fair	1 - poor
• Mission Statement					
• Business concept or idea					
SECTION TOTAL					
OVERALL TOTAL					

BUSINESS DESCRIPTION	5 - excellent	4 - very good	3 - good	2 - fair	1 - poor
• Business and its goals					
• Product(s) or services that you plan to offer or currently offer and key features					
• Target customer base and demographics					
SECTION TOTAL					
OVERALL TOTAL					

INDUSTRY ANALYSIS		5 - excellent	4 - very good	3 - good	2 - fair	1 - poor
• Industry your business plans to serve						
• Trends and major competitors within the industry						
• Key success factors of your business						
• What distinguishes your business from the competition						
SECTION TOTAL						
OVERALL TOTAL						

MARKET ANALYSIS		5 - excellent	4 - very good	3 - good	2 - fair	1 - poor
• Target customer or consumer base						
• Geographic location(s) of your target markets						
• Where your target market spends most of their time						
• How buyers and sellers are connected for the exchange of product(s) or services						
• Primary challenges experienced by your target customers						
• Prominent needs of your target market and customers						
SECTION TOTAL						
OVERALL TOTAL						

MARKETING STRATEGY	5 - excellent	4 - very good	3 - good	2 - fair	1 - poor
• How your product will meet your target market and customers needs versus your competitors					
• Packaging and appearance of the product(s) or services					
• How you will market and promote your product(s) or services					
• Pricing for your product(s) or services					
• Where the product(s) or services will be made, sold, and distributed					
• How you plan to provide good customer service					
SECTION TOTAL					
OVERALL TOTAL					

FINANCIALS	5 - excellent	4 - very good	3 - good	2 - fair	1 - poor
• Funding source(s)					
• Startup costs					
• Starting balance sheet					
• Profit and loss projections					
• Cash flow projections					
SECTION TOTAL					
OVERALL TOTAL					

STAGE PRESENTATION (judged in-person at conference)		5 - excellent	4 - very good	3 - good	2 - fair	1 - poor
• Attire- business casual						
• Energy						
• Confidence						
• Clarity						
• Presentation Esthetics						
• Delivery						
• Nonverbals - posture, eye contact, facial expressions						
• Time Adherence (10 min or less)						
SECTION TOTAL						
OVERALL TOTAL						

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Business Plan Judges Commentary & Feedback

