

Create@State Business Plan

Competition Description: If selected for the Create@State Showcase, the team will provide judges with a written copy of the business plan (under 5 pages) at least one week before the presentation date. At least one (1) member of each team will deliver a 3 minute presentation with visual aids of their business plan, focused on a seed or start-up venture. This presentation will be followed by a short question and answer session with the judges. Entries for this category should be more developed than the business ideas in the Persuasive Elevator Pitch category.

Business Plan Rubric

	Poor		Good		Excellent	Comments:
1. Overall Presentation Material is clear and material is presented in a logical sequence	1	2	3	4	5	
2. Feasibility of the Business Team provides sufficient elements in written plan and presentation that the proposed business is clearly viable and feasible	1	2	3	4	5	
3. Engagement of Judges Pace and content of the presentation is appropriate for the audience; judges questions are answered clearly and concisely	1	2	3	4	5	
4. Market Opportunity Clear market need and a way to take advantage of that need are presented; meaningful examples and practical applications are provided	1	2	3	4	5	
5. Distinctive Competence	1	2	3	4	5	

Company provides something novel and/or unique that gives it a competitive advantage						
	Poor		Good		Excellent	Comments:
6. Management Capability It is clear that the team can effectively develop the company and handle the associated risks	1	2	3	4	5	
7. Financial Understanding Team demonstrates a solid understanding of the financial requirements of the business	1	2	3	4	5	
8. Quality of Visual Aids Visual aids are clear, interesting, and help explain the business ideas and concepts; may bring sample products, but no food, drink, or promotional giveaways may be given to the judges	1	2	3	4	5	
9. Presentation Skills Presentation is delivered without the use of notes/cue cards and presenters avoid reading from the visual aids; presenters make eye contact with judges/audience and demonstrate confidence and presence	1	2	3	4	5	
10. Quality of Written Plan Written plan consistently supports assertions in the oral presentation; plan and presentation are consistent	1	2	3	4	5	