



# 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					

<b>INDUSTRY ANALYSIS</b>	<b>5 - excellent</b>	<b>4 - very good</b>	<b>3 - good</b>	<b>2 - fair</b>	<b>1 - poor</b>
• 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					
<b>OVERALL TOTAL</b>					

<b>MARKET ANALYSIS</b>	<b>5 - excellent</b>	<b>4 - very good</b>	<b>3 - good</b>	<b>2 - fair</b>	<b>1 - poor</b>
• 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					
<b>OVERALL TOTAL</b>					

<b>MARKETING STRATEGY</b>	<b>5 - excellent</b>	<b>4 - very good</b>	<b>3 - good</b>	<b>2 - fair</b>	<b>1 - poor</b>
<ul style="list-style-type: none"> <li>• How your product will meet your target market and customers needs versus your competitors</li> </ul>					
<ul style="list-style-type: none"> <li>• Packaging and appearance of the product(s) or services</li> </ul>					
<ul style="list-style-type: none"> <li>• How you will market and promote your product(s) or services</li> </ul>					
<ul style="list-style-type: none"> <li>• Pricing for your product(s) or services</li> </ul>					
<ul style="list-style-type: none"> <li>• Where the product(s) or services will be made, sold, and distributed</li> </ul>					
<ul style="list-style-type: none"> <li>• How you plan to provide good customer service</li> </ul>					
<b>SECTION TOTAL</b>					
<b>OVERALL TOTAL</b>					

<b>FINANCIALS</b>	<b>5 - excellent</b>	<b>4 - very good</b>	<b>3 - good</b>	<b>2 - fair</b>	<b>1 - poor</b>
<ul style="list-style-type: none"> <li>• Funding source(s)</li> </ul>					
<ul style="list-style-type: none"> <li>• Startup costs</li> </ul>					
<ul style="list-style-type: none"> <li>• Starting balance sheet</li> </ul>					
<ul style="list-style-type: none"> <li>• Profit and loss projections</li> </ul>					
<ul style="list-style-type: none"> <li>• Cash flow projections</li> </ul>					
<b>SECTION TOTAL</b>					
<b>OVERALL TOTAL</b>					

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

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Judges Commentary & Feedback

