



**Queens Economic Development Corporation**  
 StartUP! Business Plan Competition, Company Feedback & Scoring Form

**Note to the Judges:** The businesses have been made aware of the guidelines and criteria upon which you will be scoring their plans. In addition, they have received outlines and training courses and an option for counseling that has helped them with the process of preparing the plan. This form has been created based on business fundamentals, please thoroughly evaluate each section of the plan and type your feedback to the company in the space below. While numerical scores are helpful with alerting the business to its relative strengths and weaknesses it is your typed feedback that will make the greatest difference to the team. Please fill in a score below for each section based on the following key: *the score will tally for you at the bottom* 1= not sufficient 2 = lacks some necessary detail 3 = adequate 4= good 5= excellent )

<b>Defining The Business Opportunity</b>		<b>COMMENTS / FEEDBACK</b>
Is the overall business opportunity presented by the plan compelling?	<b>SCORE</b>	
Is the product or service offering described by the company clear?		
Does the company have a clear and compelling mission statement?		
Does the product or service offering meet the market need that has been identified in the plan?		
<b>Analyzing the Market</b>		
Has the company clearly stated the market potential; in terms of the numeric size of the market they intent to serve		
Have the market trends and growth potential been clearly explained and justified?		
Did the company communicate a thorough understanding of their target market?		
Does the company present a clear and feasible plan for selling & marketing the product or service?		
Is the written and financial plan for attracting and maintaining customers reasonable?		

<b>Identifying Critical Issues</b>		<b>COMMENTS / FEEDBACK</b>
Has the company clearly identified any barriers to entry in the market /industry and how they plan to overcome them if applicable?		
Has the business clearly stated how it will overcome and risks, challenges or threats is it relates to acquiring customers?		
Has the business clearly stated how it will overcome and risks, challenges or threats is it relates to competitors?		
<b>Analyzing Industry Structure &amp; Creating a Competitive Advantage</b>		
Did the Company create a credible strategic advantage in the selected industry?		
Has the company clearly identified who the key competitors are and how they will position their business in the marketplace?		
Has the company clearly illustrated and explained their competitive analysis		
<b>Financial Analysis</b>		<b>COMMENTS / FEEDBACK</b>
Has the company clearly illustrated and explained resonable sales projections?		
Has the company identified the key sources that are driving revenues, cost and how the business makes money?		
Has the company clearly explained all of the financial assumptions and illustarted an expected break-even point?		
Does the company clearly explain the sources & and uses of funds to start the business?		
<b>TOTAL</b>	0	