



**Flinn Foundation Bioscience
Entrepreneurship Program Scoring Outline**

Company Name:	
Date of Business Plan:	
Reviewer:	

Scoring Criteria	
Excellent Potential	10
Good Potential	8
Close to Acceptable Level	5
Needs Significant Work	3
Not addressed in plan	0

Criteria	Score	Weight	Total	Comments
Business Model				
1 Well structured, complete proposal with defined and structured outcomes.		5	0	
2 Presents an understandable proposition.		2	0	
3 What are the primary risks facing this opportunity? Are the strategies for managing these risks clearly stated and credible?		3	0	
4 What gives the company a competitive advantage?		3	0	
5 What alliances or partnerships have been entered into (e.g. joint ventures, marketing alliances, licensing arrangements, selling/distribution agreements, channel partnerships, software agreements, etc.)?		3	0	
6 What milestones have been identified that will change the value of the company when achieved relative to operational strategies and the use of invested monies?		3	0	
7 What makes this business different or unique?		5	0	
Subtotal			0	

Financing

1 Financial Projections: Well-written section in business plan relating financial projections to operating strategies. Financial projections (i.e. P&L, Balance Sheet Cash Flow) with explanatory notes and assumptions including exit strategy. <i>Assumptions as important as numbers. Projections of volumes using prices must be supported by solid marketing information.</i>				
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2	What is the planned "Use of Funds"? Is there a clear plan for use of funds with impact analysis for higher and lower funding, where appropriate?	5	0	
3	Is this the right amount to fund this proposal?	3	0	
4	Is there substantial economic investment by founders and from management?	2	0	
		3	0	
	Subtotal		0	

Execution

1	Is there an experienced, strong, cooperative management team in place? What is it about this management team that makes them uniquely capable of executing on this business plan?	3	0	
2	Are there high quality outside advisors and/or a good Board of Directors?	3	0	
3	CEO			
	a. Does the CEO have years of CEO experience?	4	0	
	b. Does he/she have experience in this targeted market?	4	0	
	c. Does he/she have experience in taking companies from this stage to profitability?	3	0	
4	VP Technology/Science			
	a. Years of Technology/Science Experience	2	0	
	b. Experience in this targeted market?	2	0	
	c. Does he/she have experience in taking companies from this stage to profitability?	2	0	
	Subtotal		0	

Market

1	What is the market potential for this company's product or service? What is the revenue potential for the industry, and what is its growth rate?	3	0	
2	Does the proposal correctly identify the target market: i.e. customers, or the businesses that supply the consumers?	2	0	
3	How is market potential calculated?	2	0	
4	Is the value proposition clearly stated, i.e. Why would someone be "compelled" to purchase the product or service? What specific needs does it address?	4	0	
5	Does the proposal reflect an understanding of the current market and how it may			

change? The current technology and where the trends are going?		3	0	
6 Is there Market Validation? Was there a discussion about sales or testing that includes user responses as to price, features, satisfaction, and market relationships developed?				
7 Is there a Competitive Analysis, i.e. a REALISTIC discussion of competitors including profile and comparison of strengths, weaknesses beyond typical product/service comparisons?		5	0	
8 Is the product's advantages articulated in a way that makes a difference?		4	0	
9 What is the customer acquisition strategy and what is the ability to execute it?		4	0	
10 Has there been a survey of customers resulting in data that supports the projected sales volumes and price points?		4	0	
11 Have all the distribution options been adequately considered and explored?		3	0	
		3	0	
Subtotal			0	

Product/Service

1 Are the competitive or unique features of the product clearly stated?		5	0	
2 Is there a discussion of the current stage of development and whether the product is either: conceptual, working model, prototype, or production prototype?		5	0	
3 Is there an explanation of the expected life cycle of the product relating to expected life cycle stages: i.e. Introduction, Growth, Shakeout, Mature, Decline vs. the business plans Market Growth Rate, Product/Technology Change, Segments, Competitors, Profitability?		5	0	
4 Are the Proprietary Features and level of complexity of the product (complexity is greater risk/reward) fully explained?		5	0	
5 Is the product evolutionary, disruptive or revolutionary?		5	0	
6 Are there multiple products or lines of revenue or recurring revenues, etc?		5	0	
7 Does the product integrate in the current market environment or does it require market and user education?		5	0	
Subtotal			0	
TOTAL SCORE			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 market risk. A proposal that does not achieve at least 60% in each category has obvious deficiencies in the presentation or the plan. These areas should be addressed to make the plan more complete and competitive.

Perfect Score		Actual Assessment		Percent		
240	18%	0	0%	0%	Business Model	
130	10%	0	0%	0%	Financing	
230	17%	0	0%	0%	Execution	
370	28%	0	0%	0%	Market	
350	27%	0	0%	0%	Product/Service	
1320		0	0%			
		0			Mean Score	

Additional comments about this firm: