



**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. Assumptions as important as numbers. Projections of volumes using prices must be supported by solid marketing information.	5		0	

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?	3	0	
3	Is this the right amount to fund this proposal?	2	0	
4	Is there substantial economic investment by founders and from management?	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 the 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?	5	0	
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?	4	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?	3	0	
11	Have all the distribution options been adequately considered and explored?	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

Perfect Score	Actual Assessment	Percent	
240	18%	0	0% 0% Business Model

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.

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: