

**15.390 Final Business Plan Evaluation Form**

**Team Name:** \_\_\_\_\_

**Evaluator:** \_\_\_\_\_

1. Idea: Grade: \_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
  
2. Target Customer & Market Analysis: Grade: \_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  - a. Target Customer Profile: \_\_\_\_\_
  - b. Persona: \_\_\_\_\_
  - c. Identified Critical Pain Point: \_\_\_\_\_
  - d. Primary Customer Research\* (Quantity & Quality – e.g., did they include a table summarizing it):  
\_\_\_\_\_
  - e. Interpretation of Primary Customer Research: \_\_\_\_\_
  - f. TAM: \_\_\_\_\_
  - g. First 10 Target Customers Identified, Listed & Some Status: \_\_\_\_\_
  - h. Identified Important Trends: \_\_\_\_\_
  - i. Alternatives for Customer Identified: \_\_\_\_\_
  
3. Product: Grade: \_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
  - a. Good Simple High Level Description of Product: \_\_\_\_\_
  - b. Use Case: \_\_\_\_\_
  - c. Value Prop: \_\_\_\_\_
  - d. Competitive Advantage: \_\_\_\_\_
  - e. Identify Key Assumptions: \_\_\_\_\_
  - f. Test Key Assumptions (maybe in Concierge mode): \_\_\_\_\_
  - g. Define MVP: \_\_\_\_\_
  - h. Proof of Customer Adoption (“Dogs Eating Dog Food”): \_\_\_\_\_
  - i. Staged Development Plans with Clear Milestones: \_\_\_\_\_
  - j. Assessment of Technology Involved – Viability/Risk, Value & Sources: \_\_\_\_\_
  - k. Manufacturing Plans: \_\_\_\_\_
  - l. R&D Plans: \_\_\_\_\_
  - m. COGS Analysis (as appropriate): \_\_\_\_\_
  
4. Competition: Grade: \_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_

- a. Identify Core: \_\_\_\_\_
  - b. Identify Other Outer Walls/Traps: \_\_\_\_\_
  - c. Translate Convincingly to Competitive Position for Customer: \_\_\_\_\_
  - d. Identify Key Short, Medium & Long Term Competitors: \_\_\_\_\_
  - e. Do a Good Holistic Analysis of Key Competitors: \_\_\_\_\_
  - f. Position Your Company Relative to Others: \_\_\_\_\_
  - g. Deal with "Do Nothing Option" vs. Competitors in Balanced Fashion: \_\_\_\_\_
5. Go To Market #1: Business Model: Grade: \_\_\_\_, Comments: \_\_\_\_\_
- \_\_\_\_\_
- a. DMU: \_\_\_\_\_
  - b. DMP: \_\_\_\_\_
  - c. Map of Sales Process to Acquire a Customer: \_\_\_\_\_
  - d. Thought on Alternatives for Biz Model to Extract Rent: \_\_\_\_\_
  - e. Pricing: \_\_\_\_\_
  - f. Noting How Biz Model & Pricing Decision Effect COCA & LTV: \_\_\_\_\_
6. Go To Market #2: Execution: Grade: \_\_\_\_, Comments: \_\_\_\_\_
- \_\_\_\_\_
- a. Distribution Model: \_\_\_\_\_
  - b. Sales Organization: \_\_\_\_\_
  - c. Marketing Plans: \_\_\_\_\_
  - d. Sales Funnel Presented: \_\_\_\_\_
  - e. COCA Calculation (over time): \_\_\_\_\_
  - f. LTV Calculation (over time): \_\_\_\_\_
  - g. Comparison of COCA & LTV Overtime: \_\_\_\_\_
7. Financials: Grade: \_\_\_\_, Comments: \_\_\_\_\_
- \_\_\_\_\_
- a. Top Line Revenue Model: \_\_\_\_\_
  - b. Understands/Explains COGS & Expenses: \_\_\_\_\_
  - c. Profit & Loss Statement: \_\_\_\_\_
  - d. Cash Flow: \_\_\_\_\_
  - e. Assumptions Clear: \_\_\_\_\_
  - f. Sensitivity Analysis: \_\_\_\_\_
  - g. Breakeven Analysis: \_\_\_\_\_
  - h. Cash Controls: \_\_\_\_\_
  - i. Clarity on How Much Was Needed to Execute Business Plan: \_\_\_\_\_
  - j. Clarity on What Exactly the Funds Would be Used For: \_\_\_\_\_

k. Were there clear milestones on the Funding: \_\_\_\_\_

l. Financing Strategies (including analysis of a broad ranges of sources): \_\_\_\_\_  
\_\_\_\_\_

8. People/Team: Grade: \_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_

a. Quality and Quantity of Founding Team \_\_\_\_\_

b. Clarity on Roles: \_\_\_\_\_

c. Clarity on What is Missing: \_\_\_\_\_

d. HR Plan to Add Missing Skills Aligned with Plan & Milestones: \_\_\_\_\_

e. Organization Chart Plan for 1, 2 and 5 years: \_\_\_\_\_

f. Capital Stock Table for Employees and Investors (hypothetical): \_\_\_\_\_

9. Overall Business Plan Logic: Grade: \_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

a. Logical Flow: \_\_\_\_\_

b. Scaling the Business: \_\_\_\_\_

c. Anticipating Risks & Mitigation Strategies: \_\_\_\_\_

10. Other: Grade: \_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_

a. Presentation: \_\_\_\_\_

b. Magnitude of Opportunity: \_\_\_\_\_

c. Timing of the Opportunity: \_\_\_\_\_

d. Intangibles: \_\_\_\_\_  
\_\_\_\_\_

11. Final Overall Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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