

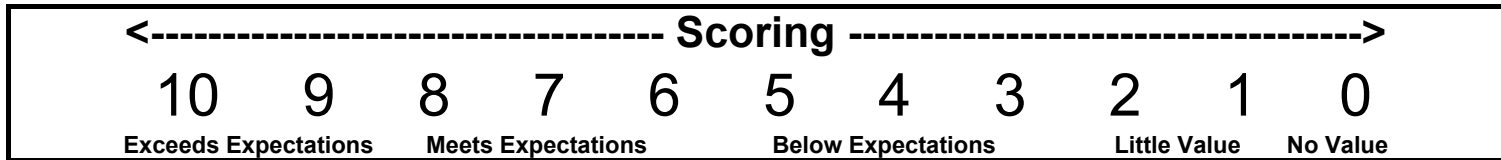


# E Squared Venture Capital Group

Culpeper, Virginia

## Investment Evaluation Rubric for Written Business Plan

Investment Opportunity: \_\_\_\_\_ Panelist ID \_\_\_\_\_



First impression	Weight	Score (1-10)
Funding request & amount of equity offered is presented early in the Plan	2	
Plan is well organized	1	
Plan is professional in appearance	1	
Lack of errors (typos, grammar, spelling)	1	

Concept	Weight	Score (1-10)
Concept is clearly stated early in the Plan	3	
Concept is original and innovative	2	

Market	Weight	Score (1-10)
Target market is clearly defined	2	
Total target market size is estimated	2	
Projected market share is reasonable	2	
The competitive environment is discussed	2	
Competitors & competitive products/services are identified	2	

Data	Weight	Score (1-10)
Data presented is meaningful to the proposed concept	3	
Data is believable and sources are documented	2	
Data is relevant to the target market	2	

Cash Flow	Weight	Score (1-10)
Projected Cash Flow is supported by data	4	
Projection is far enough into the future to be meaningful	2	
Format of the Cash Flow Projection is easy to understand	2	

Revenues	Weight	Score (1-10)
Target market data supports projected revenues	5	
Projected revenues pass the "common sense" test	5	

Costs	Weight	Score (1-10)
Variable & fixed costs are clearly identified	3	
Startup costs are identified	2	
Capital costs are identified	2	
Projected operating costs make sense	3	

Return on Investment	Weight	Score (1-10)
Plan clearly shows what ROI the Venture Capital group can expect	3	
The expected ROI is realistic & believable	2	
Total	60	



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## Investment Evaluation Rubric for Multimedia & Oral presentation

Investment Opportunity: \_\_\_\_\_ Panelist ID \_\_\_\_\_

←----- Scoring ----->										
10	9	8	7	6	5	4	3	2	1	0
Exceeds Expectations		Meets Expectations			Below Expectations			Little Value		No Value

Multimedia Presentation	Weight	Score (1-10)
Clear & concise	3	
Meaningful	2	
Coordinated with oral presentation	2	
Eye-catching & professional	2	
Total	9	

Oral presentation		
Quality of answers to questions from the panel	4	
Overall impression of oral presentation	5	
Team is dressed professionally	2	
First impression - posture, confidence, etc.	2	
Evidence of teamwork in presentation	2	
Team demonstrates maturity & professionalism	2	
Multimedia used properly -- not read	2	
Effective use of props, models, & displays	2	
All members must participate	2	
Smooth transitions from one presenter to the next	2	
Length within guidelines of 15 minutes	2	
Data is believable and sources are documented	2	
Data is relevant to the target market	2	
Total	31	

<p><b>Should E Squared Venture Capital consider investing in this business?</b></p> <p>Yes _____ No _____</p>
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