



E Squared Venture Capital Group

Culpeper, Virginia

Investment Evaluation Rubric for Written Business Plan

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

Clarity & Quality of the Written Business Plan	Weight	Score (1-10)
Product or service is clearly stated early in the Plan	10	
Funding request & equity offered is presented early in the Plan		
Plan is well-written and well-organized		
Plan is professional in appearance		
Lack of errors (typos, grammar, spelling)		

Market Analysis		
Concept is original and innovative	17	
Target market is clearly defined		
Total target market size is estimated		
Data is relevant to the target market		
The competitive environment is discussed		
Competitors & competitive products/services are identified		
Projected market share is stated and is reasonable		
Data used is meaningful, believable, and sources are documented		

Financial Analysis		
Startup costs are identified	33	
Variable & fixed costs are clearly identified		
Projected revenues pass the "common sense" test		
Target market data supports projected revenues		
Projected operating costs make sense		
Projected Cash Flow is supported by data		
Projection is far enough into the future to show a profit		
Plan clearly shows what ROI the Venture Capital group can expect		
The expected ROI is realistic & believable		

Total	60	
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Culpeper, Virginia

Investment Evaluation Rubric for 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		

Oral Presentation	Weight	Score (1-10)
First impression - posture, confidence, etc.	40	
Team is dressed professionally		
Presentation is convincing		
Presentation sold you on investing in it		
Presentation is clear & concise		
Evidence of teamwork in presentation		
Team demonstrates maturity & professionalism		
Effective use of visuals and multimedia		
Smooth transitions from one presenter to the next		
Quality of answers to questions from the panel		
All team members must participate		
Length within guidelines of 15 minutes		

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