

# Revolutionary Angels Business Plan Score Sheet

**Scoring:** 1= Unsatisfactory 2= Weak 3= Satisfactory 4= Good 5= Excellent

## Category and Questions

### **General Information**

Was all requested information submitted?	1	2	3	4	5
Was the overall content understandable and well presented?	1	2	3	4	5
Did the applicant stay within the page-submission requirement?	1	2	3	4	5

### **Product/Service**

Are the company product/services adequately described?	1	2	3	4	5
Is the ownership well understood?	1	2	3	4	5
Is it clear that the company owns or has licensed all relevant technology?	1	2	3	4	5
If the company is dependent on patents or other intellectual property ownership rights to succeed, has the company obtained such protection or taken all steps to date to obtain such protection?	1	2	3	4	5
Are there large industry competitors which could engineer around the company's patents?	1	2	3	4	5
Do the product/services solve a current market issue?	1	2	3	4	5
Are there unique attributes to the product/services which provide market differentiation?	1	2	3	4	5
Is this a single product/service company or a suite of potential products/services applicable to more than one market? (1: single/narrow niche to 5: numerous/highly diverse)	1	2	3	4	5

### **Market**

Is the market adequately described?	1	2	3	4	5
Is the market realistic?	1	2	3	4	5
Is there a well-defined marketing plan, including distribution?	1	2	3	4	5
What is the size and scope of the market? (1: Less than \$10 Million and regional to 5: Greater than \$1 Billion and global)	1	2	3	4	5
Is the market considered a growth market?	1	2	3	4	5

Is the customer base well defined, including compelling reasons for customer purchase? 1 2 3 4 5

Is there a need for follow-on customer relationships (e.g., maintenance services), and, if so, has this been well defined and addressed? 1 2 3 4 5

Has the company established all necessary partnerships, whether service providers, manufacturers, distributors, or third-party developers? 1 2 3 4 5

### **Competition**

Does the company recognize competitors? 1 2 3 4 5

Has the company done a competitive analysis, with attention to key features and benefits? 1 2 3 4 5

Has the company fairly analyzed and compared or contrasted itself with the competition? 1 2 3 4 5

Does the company present a strong and factually based reasoning for its competitive advantage? 1 2 3 4 5

Are you aware of other players in the market that the company has not identified? 1 2 3 4 5

Does the company need a first-mover position? 1 2 3 4 5

If a first-mover position is needed, will the company have adequate financial resources and/or first-to-market timing advantage to make this approach succeed? 1 2 3 4 5

### **Management**

Does management have adequate experience and expertise to properly build the company? 1 2 3 4 5

Is the management team complete? 1 2 3 4 5

If not complete, does management recognize these needs? 1 2 3 4 5

Has the management worked together before? 1 2 3 4 5

Has management been previously funded? 1 2 3 4 5

Does the Board of Directors include outside directors? 1 2 3 4 5

Does the Board have a diversity of skills and background? 1 2 3 4 5

Does the company have a Board of Advisors? 1 2 3 4 5

### **Financials**

Has the company provided adequate and understandable current and projected financial statements? 1 2 3 4 5

Are the company's projections realistic? 1 2 3 4 5

Do the financials show a viable and sustainable revenue model?	1	2	3	4	5
Has the company adequately considered all costs associated with developing and marketing its product/services?	1	2	3	4	5
Has the company articulated the use of raised funds?	1	2	3	4	5
Is the company using the funds to pay off debts? (1: More than 50% used for debt reduction or elimination to 5: No use on debt)	1	2	3	4	5
Has the company considered a reasonable exit strategy?	1	2	3	4	5
Have the founders contributed their own capital into the company?	1	2	3	4	5
Is the company dependent on others for success? (1: Yes, nearly completely to 5: None whatsoever)	1	2	3	4	5