**Business Plan Rubric**

**PAGE 1: Cover Page** Yes or No

**1.** Company Name, Logo, Date created \_\_\_\_\_\_\_

**2.** Group Members and their roles/positions in the business \_\_\_\_\_\_\_

**PAGE 2: Executive Summary**

**3.** ***Problem/Solution Lens:***

What problem are you solving? \_\_\_\_\_\_\_

**4. *Value Proposition:***

What does your company do? What solution do you offer? \_\_\_\_\_\_\_

**PAGE 3: Market Research**

**5.** Summary of research demonstrating need for business

Include diagrams, illustrations, statistics \_\_\_\_\_\_\_

**6.** Current competitors:

What is the current industry offering? How are you new and different? \_\_\_\_\_\_\_

**PAGE 4: Marketing Strategy**

**7.*Customers & Relationships:*** Who are you helping and how do you interact? \_\_\_\_\_\_\_

**8.** ***Channels:*** How will you reach your audience and spread the word? \_\_\_\_\_\_\_

**PAGE 5: Financial Plan**

**9.** ***Revenue Stream:***

How will you make money? What’s the cost of your service and/or product? \_\_\_\_\_\_\_

**10.** ***Cost Structure:*** How much will it cost to run your business?

Outline in a detailed budget the ***key resources*** needed to run your business \_\_\_\_\_\_\_

**11.** Funding Strategies: How will you obtain start-up funds? \_\_\_\_\_\_\_

**12.** ***Potential Partners***: Who could you partner with for success? \_\_\_\_\_\_\_

**Overall**

**13**.Organized and professional document with consistent formatting \_\_\_\_\_\_\_

**14**. Spelling/Grammar \_\_\_\_\_\_\_

**15**. Creative concept that people will remember;

thorough explanation provided leaving reader with no questions \_\_\_\_\_\_\_

Total \_\_\_\_\_\_\_