

# E Squared Venture Capital Group, Culpeper, Virginia



**Entrepreneurial ENERGY**  
... it drives America®

Panelist ID:

## Investment Evaluation Rubric for Written Business Plan

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

Enter team names ----->

### Clarity & Quality of the Written Business Plan (10% of total score)

	Score (0-10)	Score (0-10)	Score (0-10)	Score (0-10)	Score (0-10)	Score (0-10)	Score (0-10)
Product or service is clearly stated early in the Plan							
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 (17% of total score)

	(0-10)	(0-10)	(0-10)	(0-10)	(0-10)	(0-10)	(0-10)
Concept is original and innovative							
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 (33% of total score)

	(0-10)	(0-10)	(0-10)	(0-10)	(0-10)	(0-10)	(0-10)
Startup costs are identified							
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							

**Note:** This, the Written portion of the total score, is valued at 60 points, or 60% of the total score. The Presentation portion, to be used on the day of the presentations, is valued at 40%.