

## 2019 EmpowerHER Business Plan & Pitch Competition Concept Paper Review Form - Launch

Please use the following scale to rate the criteria below:

- 1: Not acceptable
- 2: Need improvement
- 3: Minimally acceptable
- 4: Satisfactory
- 5: Exceeds expectation

### Business and Social Impact Summary

- 1: Weak introduction; lacks focus and clarity Business concept is unclear and no social impact can be identified
- 2: Main points are difficult to follow; concept doesn't seem to solve a problem
- 3: Can follow much of what is written, but insufficient for fully adequate understanding of problem to be solved
- 4: Introduction is generally clear with a reasonable outline of product or service offering for problem to be solved
- 5: Clear, concise introduction with definite grasp of business concept; the product being offered or service the business is well-defined and understandable and the problem being solved is clear

SCORE:            1            2            3            4            5

### Launch Data

- 1: No timeline, rationale or key resources for business launch provided
- 2: Either rationale or timeline or key resources for business launch provided, but not all components
- 3: Limited rationale and timeline for business launch provided; but limited to no preparation steps or key resources identified
- 4: Good rationale, timeline, key resources, but limited steps identified for business launch
- 5: Clear and concise plan outlining good to excellent rationale and timeline for business launch; key resources need was explained; and preparation steps were identified and in sync with timeline

SCORE:            1            2            3            4            5

### Market/Industry Analysis

- 1: No evidence of customer demographic knowledge; thoughts are disorganized and unsubstantiated
- 2: Weak understanding of market/industry; assertions are inadequately supported
- 3: Adequate understanding of market/industry; somewhat haphazard/random determinations
- 4: Good overall understanding of market/industry with well-organized assertions
- 5: Obvious understanding of market/industry well-documented with evidence to validate

SCORE:            1            2            3            4            5

### Revenue/Business Model

- 1: No evidence of understanding how to value the product or service; no support for the viability of the business
- 2: Unclear model; limited knowledge of how to value the product or service or generate revenue
- 3: Plausible revenue generation method; some knowledge of pricing strategy and customer demographic apparent
- 4: Sound revenue generation method; thorough understanding of pricing strategy and customer demographic
- 5: Excellent explanation of revenue/business model with orderly growth progression and future opportunities identified

SCORE:            1            2            3            4            5

## Competition

- 1: Competitor was not appropriately identified; advantages are non-existent
- 2: Few competitors noted; limited research performed; no evidence of product service comparison
- 3: Evidence of market research shown; demographics outlines clearly
- 4: Good understanding of competitive market; some validation on advantages perceived
- 5: Detailed research with advantages well-articulated and relevancy established; clearly articulated competitive advantage shared

SCORE:            1        2        3        4        5

## Use of Funds / What's Next?

- 1: Purpose of funds requested not identified; nor is launch defined
- 2: Limited information shared on what and how funds will be used to launch
- 3: Satisfactory information shared or explanation provided on what and how funds will be used to launch product or service
- 4: Good list developed but no supporting explanations given on what or how funds will be used to launch product or services
- 5: Detailed list with supporting explanations on what and how capital asked for will be used and what's next for the company

SCORE:            1        2        3        4        5

## Overall Paper Quality

- 1: Serious and persistent errors in fluency, structure, spelling, word usage and formatting
- 2: Some issues with sentence fluency, spelling and punctuation; syntax inappropriate for business purposes
- 3: Relatively few errors in sentence fluency; some occurrences of poor spelling and punctuation
- 4: Sentence fluency is coherent; minor errors noted
- 5: Sentence fluency is unified; spelling and punctuation is correct; paper flowed well and was easy to read

SCORE:            1        2        3        4        5

## Feedback:

Please provide 2-3 comments that can be anonymously shared with the applicant to help her improve her business concept