



JOHNS HOPKINS UNIVERSITY BUSINESS PLAN COMPETITION

5 = Excellent

4= Very Good

3=Good

2= Fair

1=Poor

Criteria	Max
<p>Value Created by the New Product or Service</p> <ul style="list-style-type: none"> • What is the new and unique value of product/service? • Is there a clear customer need satisfied? • Is the background explained? • How important is this product/service to customers and other stakeholders? • Is there a prototype or working description of the product/service? 	5
<p>Attractiveness of the Market Opportunity</p> <ul style="list-style-type: none"> • How large is the market and how fast is it growing? • Can you be a “significant player” in this market? • What long-run profitability do you expect to see in this market? • Is there a clear market entry strategy? • Can the product/service be successfully monetized? • Is the business model both realistic and viable over the intermediate term (e.g. five to ten years) • Is the product/service scalable 	5
<p>Competitive Advantage of the Proposed Venture</p> <ul style="list-style-type: none"> • What is the positioning of the product/service in relation to competitors (both direct and indirect)? • Is the product/service favorably positioned in the distribution channel? • Can this product/service be a leader in its market? • Are barriers to entry identified? • How long will it take you to get to market? 	5



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Criteria	Max
Operational and Technological Viability <ul style="list-style-type: none">• How will the product or service be produced and delivered to customers?• What are the distribution channels?• Is any intellectual property essential to success?• How will rights to the property be secured?• Are there regulatory hurdles?• How long will it take to develop the property?• Are key milestones identified?	5
Capability of the Management Team <ul style="list-style-type: none">• What roles will the current team members play?• How will gaps in the management team be filled?• Have the team members identified key risks and how they will be mitigated?	5
Capital Requirements and Financial Forecast <ul style="list-style-type: none">• What type and amount of capital investment is required?• Is the investment required all at once or can it be staged?• Summary Financials provided?<ul style="list-style-type: none">○ 5 year forecast○ Revenue○ Major Expenditures○ Net Income	5

Note:

- **No valuation or deal structure is required at this stage**
- **No exit strategy is required at this stage**