



# JOHNS HOPKINS UNIVERSITY BUSINESS PLAN COMPETITION

Scoring:

5 = Excellent

4= Very Good

3=Good

2= Fair

1=Poor

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



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Criteria	Max
<b>Operational and Technological Viability</b> <ul style="list-style-type: none"><li>• How will the product or service be produced and delivered to customers?</li><li>• What are the distribution channels?</li><li>• Is any intellectual property essential to success?</li><li>• How will rights to the property be secured?</li><li>• Are there regulatory hurdles?</li><li>• How long will it take to develop the property?</li><li>• Are key milestones identified?</li></ul>	5
<b>Capability of the Management Team</b> <ul style="list-style-type: none"><li>• What roles will the current team members play?</li><li>• How will gaps in the management team be filled?</li><li>• Have the team members identified key risks and how they will be mitigated?</li></ul>	5
<b>Capital Requirements and Financial Forecast</b> <ul style="list-style-type: none"><li>• What type and amount of capital investment is required?</li><li>• Is the investment required all at once or can it be staged?</li><li>• Summary Financials provided?<ul style="list-style-type: none"><li>○ 5 year forecast</li><li>○ Revenue</li><li>○ Major Expenditures</li><li>○ Net Income</li></ul></li></ul>	5
<b>Exit Strategies</b> <p><b>Note: No formal valuation or deal structure is required at this stage.</b></p>	5