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| **GROUP NAMES:** | **4** | **3** | **2** | **1** |
| **BUSINESS NAME** | Business name is bold, authentic, catchy and memorable | Business name is authentic and memorable | Business name is not very catchy or hard to remember | Business name lacks authenticity and/or is not memorable or is lacking overall |
| **LOGO** | Logo is visually appealing, bold and directly ties to the business product or service | Logo is visually appealing and ties to the business product or service | Logo is appealing and generally ties to the business product or service | Logo is unclear and/or does not tie to the business product or service or is lacking |
| **SLOGAN** | Slogan is catchy and makes you remember the business | Slogan is memorable and tied to the business | Slogan is somewhat memorable but may not tie to the business | Slogan is not memorable and does not tie to the business or is lacking |
| **MISSION STATEMENT** | The mission statement is well-written and concisely tied to the business | The mission statement is concisely tied to the business | The mission statement does not fully convey the business plan and/or is too wordy or too brief | The mission statement is unconnected to the business and/or is unclear or lacking |
| **LOCATION** | Location is clear and well-positioned for this type of business | Location is clear | Location is somewhat clear | Location is unspecified |
| **2 LONG & 1 SHORT TERM GOALS** | All short and long term goals are specific, measurable, attainable, realistic and timely | Most short and long term goals are specific, measurable, attainable, realistic and timely | Some short and long term goals are specific, measurable, attainable, realistic and timely | Short and long term goals are not specific, measurable, attainable, realistic or timely or are lacking |
| **GENERAL BUSINESS DESCRIPTION** | Business description is well-written & clear | Business description is well-written and generally clear | Business description lacks clarity | Business description is unclear, underdeveloped or lacking |
| **TYPE OF BUSINESS**(retail, service, or manufacturing) | Business type is correct and clear | Business type is correct | Business type is unclear or incorrect | Business type is unspecified or lacking |
| **BUSINESS STRUCTURE** | Business structure is correct and clear | Business structure is correct | Business structure is unclear or incorrect | Business structure is unspecified or lacking |
| **KEY PRODUCTS or SERVICES** | Key products or services are clearly stated, including benefit to customer | Key products or services are stated and shows benefit to customer | Some key products or services are stated | Most key products or services are lacking |
| **MARKET RESEARCH & Strategy**(industry trends, primary consumer demographics, ad plan, materials, social media plan) | Market research and strategy is on point, correct and clear | Most of the market research and strategy is on point, correct and clear | Some of the market research and strategy is on point, correct and clear | The market research and strategy is incorrect, unclear or lacking |
| **FINANCIAL PLAN** | Financial plan with start-up expenses is fully developed | Financial plan with start-up expenses is mostly developed | Financial plan with start-up expenses is somewhat developed | Financial plan with start-up expenses is not clearly developed or lacking |
| **TOP 3 POTENTIAL RISKS** | The top 3 potential risks are fully understood and planned for | The top 3 potential risks are understood and planned for | The top 3 potential risks are somewhat understood and somewhat planned for | The top 3 potential risks are lacking |
| **OVERALL BUSINESS PLAN EFFECTIVENESS** | Highly effective, relevant and clear | Mostly effective, relevant and clear | Somewhat effective, relevant and clear | Ineffective, irrelevant and/or unclear |
| **OVERALL VISUAL EFFECTIVENESS** | Tri-fold is highly visually appealing and shows hard-work and a team effort | Tri-fold is visually appealing and shows a team effort | Tri-fold is somewhat visually appealing and shows some effort | Tri-fold lacks visual appeal and/or shows a lack of effort and teamwork |