



ACRE

Agribusiness Center for
Research & Entrepreneurship

SOUTH CAROLINA DEPARTMENT OF AGRICULTURE

SEEDS FOR SUCCESS — BUSINESS PLAN RUBRIC —

Company/Individual _____ Judge's Name _____

Please evaluate the written business plan on the following aspects:

7 = Excellent | 6 = Very Good | 5 = Good | 4 = Adequate | 3 = Fair | 2 = Needs Work | 1 = Needs A Lot of Work

	POINTS AWARDED
Executive Summary / Company Description <i>Clear, exciting, and effective overview of the plan and business/product.</i>	
Management / Operations <i>Backgrounds of key individuals and ability to execute strategy.</i>	
Products or Services <i>Description, features and benefits, target market, current stage of development.</i>	
Competitive Analysis <i>Description of market and demonstrates the need for the product/service?</i>	
Financials <i>Financial charts are easy to read and understand, consistent with plan and effective.</i>	
Overall Assessment of Written Plan <i>Is the plan clear and compelling?</i>	
Total Points (42)	

Strengths of the Written Business Plan

Areas for Improvement