

Business Plan Score

62

Content (The quality of your proposed business concept)	59
Business Objectives	70
Management Team	40
Product / Service Description	90
Value Proposition	40
Market Definition	60
Market Requirements	40
Marketing Strategy	40
Competitive Analysis	80
Executive Summary	70
Conveyance (The effectiveness of communicating your business concept)	58
Non-technical	30
Ease of Read	60
Flow of Information	60
Division of Information	80
Interesting	60
Competence (Your creditability to implement the business concept)	70
Professionalism	60
Comprehensive	80
Spelling	80
Grammar	70
Finish / Image	60

Recommendations: (Top Three)

1. A strong management team is one of the most critical aspects of a business plan. You have either not properly articulated your management teams' qualifications or you need to address the apparent weaknesses.
2. A clear understanding of what is required to capture market share and how you plan to accomplish this is not well defined. Put more effort into defining your marketing strategy and the resources required to accomplish this.
3. You should assume that the reader of your plan is not an expert in your industry and may not understand your technical terminology. Review your plan for technical terms that may distract from the readability of the plan.