



8th Annual Business Plan Competition

Reviewers' "Frame of Reference" – Nonprofits

We offer the following to provide a common frame of reference for evaluating the non-profit plans as you read them. They are in priority order.

1. Undergraduate frame of reference

Hold the students to a high standard but do not compare them to MBAs or experienced business professionals.

2. Quality, professionalism, accuracy, and completeness of the written plan

Does the document reveal a thoughtful, researched idea, granted with some shortcomings?

3. Clarity of the business concept

Is what they want to do clear, understandable? Are their vision and mission clear?

4. Market to be served/client

Do they have one and how well do they know them?

Do they know what the service does for the client; what other alternatives they have?

5. Lifestyle versus business potential or scalability

Eventually we want plans that may expand beyond a single site or organization, but at this point do not count it against the plan if it lacks scalability or expansion potential.

6. Reality of implementation

Could this plan be implemented given some degree of refinement? Do they have a realistic strategy for finding the additional expertise they need to implement?

7. Their management team

Granted they are undergraduates, but have they sold you on them as the managers?

8. Probability of implementation

Does their plan persuade you they sincerely would like to do this?

9. Viability of the service concept

If the "bugs" were to be worked out, have they shown they are meeting a real need in a unique way, a better way, or that the need is currently unmet?

10. Understanding of their financials

Do they understand what they need to operate and why?

Is their funding plan clear and viable?