



## 8th Annual Business Plan Competition

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### 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?