

# ST. THOMAS BUSINESS PLAN COMPETITION

## Evaluation of Initial Submissions

### Content (50 points)

- The Opportunity – How well is it identified? How significant of an opportunity is it? What are the forces creating the opportunity?
- The Business Concept and Product(s) – What's the core concept for the business? What is your value proposition? What does your product/service mix look like?
- The Market – Define your market. How large is it and what is its potential? Who is your target audience? Who are the purchasing decision makers and what are their processes?
- Economics of the Business – How will you make your money? What are your sources of revenue? What are your most significant costs?
- Marketing – What does pricing look like? How will you promote your product/service? How will you sell your product/service? How will goods be distributed?
- Operations – How will the product/service be produced, delivered and supported? What are the key activities that will need to be carried out to deliver your product and operate successfully? What are the key resources (physical/human/intellectual capital) that will be needed?
- Management Team – Who are the players and what are their roles? How much experience/credibility do they bring? What does compensation look like? Who are your key advisors and do you have a board of directors?
- Venture Financing – How much money is needed and from where? How will financiers receive their return and at what rate?
- Financials – Projected income statements and KPIs

### Written Document Mechanics (30 points)

- Pragmatism/realism

- Completeness/comprehensiveness
- Internal consistency
- Writing style
- Professionalism of the document
- Use of Technology in preparing the submission
  - Evaluates whether technology, including tools such as AI and large language models, was used in a way that improves the clarity, structure, accuracy, and professionalism of the written submission. Does technology support strong communication, or does its use create inconsistencies, errors, or a generic tone that detracts from the work? Transparency about AI assistance is viewed positively.

#### **Separate Overall Recommended Score (5 points)**

In addition to the content and written document mechanics scores, judges are asked to score your business plan based on their likelihood of investing, where 5 is an outstanding plan in which a judge would absolutely want to invest.