

Kaua'i Coffee Agricultural Business Plan Competition – Business Plan Judging Criteria

<p>1. EXECUTIVE SUMMARY (10%) Team addresses: Who we are, what we sell, who we sell to, financial summary</p>
<ul style="list-style-type: none"> • Is it thorough yet succinct, clear, engaging, and effective as an overall summary of the business plan? Does it pique your interest as a bona fide business opportunity?
<p>2. COMPANY (10%) Team addresses: Company overview, company history, management team</p>
<ul style="list-style-type: none"> • Does it clearly/succinctly describe the purpose of the business, history of the company, genesis of the business concept, organizational culture and values?
<ul style="list-style-type: none"> • What is the background/expertise of the key individuals? Are they able to effectively execute the business plan? What are the personnel needs and is this the appropriate organizational structure? Does this business have advisors/mentors that are able to support the company?
<p>3. PRODUCTS and SERVICES (15%) Team addresses: Products, competition, and risks</p>
<ul style="list-style-type: none"> • Does this section describe the features and benefits of the product(s)? Does it have proprietary features that need to be protected? Does it describe the impact on customers and the company's competitive advantage clearly and effectively?
<ul style="list-style-type: none"> • Has this team appropriately analyzed its competitive space? Does it identify the company's competitive advantage? Does it have an adequate strategy to defend its market position?
<ul style="list-style-type: none"> • Does this section address potential risks and challenges standing in the way of success and how the business will respond? Financial and non-financial risks? External risks (e.g., unemployment, economic growth, global events, etc.)?
<p>4. TARGET MARKET (15%) Team addresses: Market overview and needs</p>
<ul style="list-style-type: none"> • Is there an analysis of the market, needs identification, and customer profiles? Does the team provide a clear value proposition, potential market size and their market share, demographic trends and the regulatory environment? Is it a sustainable model?
<ul style="list-style-type: none"> • Does the plan describe the manner in which those needs will be met by the business? Is there an appropriate sales and promotional strategy? Is there a plan for addressing unexpected events?
<p>5. STRATEGY and IMPLEMENTATION (15%) Team addresses: Marketing and distribution plan and milestones</p>
<ul style="list-style-type: none"> • Does the plan address how the company will reach its customers? Does it clearly identify a sales strategy (including positioning, promotion, and pricing)?
<ul style="list-style-type: none"> • Is the distribution plan clearly defined and reasonable? Is there a production/delivery plan of the product (incl. margins, operational complexity, resource requirements, technology/methods, operations/delivery practices and procedures) been adequately addressed?
<ul style="list-style-type: none"> • Has the team identified milestones and their plan to reaching them (e.g., tested the product in the market, signed customers or channel partners, secured any revenue, etc.)?
<p>6. FINANCIAL PLAN (20%) Team addresses: Sales forecast, personnel plan, budget, stating balances, cash flow assumptions, and loans and investments</p>
<ul style="list-style-type: none"> • Does the financial plan effectively capture projected financial performance? Are the assumptions realistic and reasonable? Does the plan account for contingencies and possible risks?
<ul style="list-style-type: none"> • Does the financial plan indicate the team has a solid understanding of the business' financial requirements?
<ul style="list-style-type: none"> • Does the plan include clear, logical financial documents?
<p>7. FINANCIAL STATEMENTS (15%) Team includes: Profit and loss statement, balance sheet, cash flow statement</p>