

ENTERPRISE TORONTO

BUSINESS PLAN RISK PREDICTOR SCORECARD

NAME OF EVALUATOR:

ET_skz

Factors and Items to Rate	Maximum Points	Points Awarded			
1) Organizational Profile: Name of Applicant: TMAC					
a) Level of Education related to Business Start-Up Field: University, College degree or designation related to business start-up (4 pts) University/College degree or designation unrelated to business start-up (3 pts) High School Diploma & completing apprenticeship/already licensed in the industry (2 pts) High School Diploma with no apprenticeship and no license in the industry (1 pt)	4				
b) Degree of Management experience in the Industry (including sales): 10+ years (3 pts), 3-9 years (2 pts), Less than 3 years (1 pt)	3				
c) Degree of Practical Experience in the Industry: 5+ years (2 pts), Less than 5 years (1 pt)	2				
d) Industry Network: Well Established (2 pts), some contacts/active member in industry association (1 pt)	2				
e) Management has been profiled, detailing their experience and ability to make the venture successful	2				
SUB-TOTAL					
2) Company Profile: Business Name: TMAC					
a) The goals and objectives of the business are clearly identified	1	1			
b) The target market (1 pt) and geographical service area (1 pt) are clearly identified and the value proposition is evident (1 pt).	3				
SUB-TOTAL		3			
3) Operating Plan					
a) Operating processes are described	2				
b) All assets required for operating the business have been identified	2				
c) The company can consistently acquire goods to supply the product/service at an acceptable price and quality	2				
d) Full cost of bringing the product/service to market has been identified. This includes production processes and the means of delivery	2				
Risk Analysis has been completed: market, financial and operational	2				
SUB-TOTAL					
4) Marketing & Sales Plan					
a) The Business Plan identifies the Strengths, Weaknesses, Opportunities and Threats to Success (SWOT) of the venture	3				
b) States an appropriate and realistic pricing strategy, based on the SWOT analysis	2				
c) Details a realistic marketing plan that aggressively introduces the product/service to the target market (based on sound market research)	5				
d) Speed to Closing Sales Business has closed sales or existing client base (3 pts) Business has no closed sales or existing client base but does have firm orders (2 pts) Business has no closed sales or existing client base or firm orders but does have letter(s) of intent (1 pt)	3				
SUB-TOTAL					
5) Financial Assumptions					
a) Two year Cash Flow projections are included indicating adequate funding is in place to acquire all assets, fund other start-up costs and to provide operating funding until revenues can cover all operating costs	3				
b) Demonstrated personal investment of cash or in kind	1				
c) Assumptions are clearly identified based on information provided in the company outline, operating plan, and marketing plan	2				
d) Sales/Revenue projections are realistic and reflect the growth and seasonality of the business	3	1			
e) All operating costs including grant, loan payments, salaries, utilities have been identified and are included in the disbursements	1				
SUB-TOTAL					
TOTAL POINTS	50				

SCORE RANGE

0-29

30-50 (Scored at least 70%)

DECLINE