



# THE IVMF VETSMALLBIZ GROWTH CHALLENGE

## VETSMALLBIZ Growth Challenge Judging Criteria

### Oral Presentation

#### Presentation Style (35%)

1. Materials presented in clear, concise, and Logical and/or sequential form.
2. Presentation stayed within time frame.
3. Conveyed confidence and professionalism.
4. Demonstrated knowledge of industry.
5. Responsiveness to judges/Effectively fielded questions.
6. Stimulated investor interest and/or ability to maintain judge's interest.
7. Visual aids complemented critical plan issues.

#### Business Plan Summary (35%)

1. Product/service clearly described.
2. Marketability of product substantiated.
3. Company operations clearly described.
4. Major risks identified.
5. Sales analysis and forecasts clearly presented. Key projections clearly presented (sales, profits, cash flows).
6. Capital requirements clearly stated.
7. Ability to relate need for the company (meaningful examples, etc.).

#### The TEAM & Venture Viability (30%)

1. Vision: The lead entrepreneur provides clear insight into how the product/market opportunity was identified and assessed.
2. Leadership: The lead entrepreneur demonstrates the personal Characteristics necessary to launch and operate this venture.
3. Skill: The lead entrepreneur demonstrates the skills and abilities necessary to manage this venture
4. Venture Fit: The team possesses the strengths needed by the venture.
5. Team Fit: The team demonstrates the cohesion required to perform critical venture top management risks.
6. Investment Potential: The business, as led by this team, represents a real investment opportunity in which you would consider investing.



# THE IVMF VETSMALLBIZ GROWTH CHALLENGE

## Written Plan Presentation

1. Executive Summary (10%) (clear, exciting, and effective as a stand-alone overview of the plan; includes brief description of each succeeding section of the plan; can be read in 5 minutes)
2. Company Overview (5%) (presents a vision, history, current status, strategy, goals, Mission and objectives for the business)
3. Products or Services (10%) (describes the key features and benefits, current stage of development, proprietary position, and competitive advantages of the product or service)
4. Market Analysis (10%) (presents the growth trends and key driving forces of the industry; identifies the key characteristics and needs of the target market(s)/ assesses the competitive environment; demonstrates market acceptance for the product or service)
5. Management Team (10%) (provides backgrounds and roles of key individuals' history and ability to work as an effective team; personnel needs; organizational structure)
6. Operating Strategies (10%) (addresses the marketing, production R&D, personnel, administrative, and financial strategies for the proposed firm)
7. Critical Risks (10%) (Realistically identifies the major internal and external critical risks that could threaten the business and presents viable contingency plans for them.)
8. Cash Flow Statement (10%) (presents a realistic assessment of cash requirements-inflows and outflows-over a projected 5-year period; cash flows are consistent with operating and marketing strategies outlined in the body of the plan; cash flow information is detailed for first 2 years, quarterly/annually for years 3-5)
9. Income Statement (5%) (demonstrates realistic and attractive income potential of the business; the income statement is consistent with the operating and marketing strategies outlined in the body of the plan; income statement information is detailed for first 2 years, quarterly/annual for years 3-5)
10. Balance Sheet (5%) (presents a realistic assessment of the working capital and fixed asset requirements of the business; appropriately reflects the projected capital structure of the business-long term debt and equity positions; balance sheet information is projected annually for 5 years)
11. Funds Required/Used (5%) (clear and concise presentation of amount, timing, type and use of funds required for venture)
12. Offering (10%) (clearly articulates the proposal/terms to investors; identifies what entrepreneur is seeking from debt and/or equity investors; presents a realistic assessment of ROI potential; presents an appropriate deal structure and possible exit scenarios)