

Final Project – Grading Criteria

The final project – a business feasibility analysis – is worth 100 points. It should include the following sections. They do not have to be in this order, but should be in an order whose presentation flows naturally. Elements shown in italics will not be in-class assignments but must be completed independently. All other elements will be in-class assignments, although it is expected that you will likely want to make some changes based on class feedback/grading to the element in order to include it in the final project.

1. Cover page with your name and the name of the business
2. Table of contents
3. *An overview of the opportunity and the strategy*; A summary of the business concept; The mission statement of your business
4. *A description of the start-up team and the skills and assets they bring to the business. Roles must be identified although specific individuals may need yet to be found. Or you may have specific individuals with whom you want to work and then need to identify why – what they bring to the table. These may not be employees but may include advisors, an outside board of directors, etc. If it is just you, you need to list what skills and assets you contribute and how you will obtain coverage in areas in which you do not have expertise.*
5. A description of what you know about your market, what you suspect about it, and the methodologies you could use to assess the market potential. Actually obtaining and analyzing market projections is time consuming and/or expensive, so we won't be able to do that. But this document should outline the market analysis as well as an advertising and sales plan.
6. *A description of the type of facility your business will require – what type of neighborhood, what type of traffic, etc.;* a floor plan.
7. A section on risk analysis – what could go wrong and what will you do about it? This will include contingency planning, insurance, record backups, etc.
8. Your employee handbook
9. We will not have the time to include detailed pro forma financial statements. Those would absolutely be required in order to take this document for financing. However, your startup budget requirements should be included.

Points will be awarded as follows:

- 20 - Completeness; is everything described above covered adequately?
- 20 - Neatness, grammar, spelling
- 20 - Cohesiveness; do all sections work together to describe a compelling business opportunity?
- 20 –Analysis and logic; support for assertions, plans for solving unknowns
- 20 – Creativity, original ideas. Appeal of the venture, i.e. would I want to invest in it, work for it?