



2016 Social Entrepreneurship Conference
Business Plan Judging Rubric

1. Market Analysis and Sustainability 35%

Market & Competition 15%

- Addresses a clearly-identified and proven social need (philanthropic or commercial)
- Clearly demonstrates dialogue with community groups
- Idea is differentiated from competitors, adds something new
- Quantified market size

Financial Sustainability 10%

- Business model is financially feasible: value created is greater than costs incurred/or clear and dependable philanthropic revenue stream exists
- Business model is fundable: attractive for future investors and donors

Creativity of Solution 10%

- Idea proposed demonstrates a creative, appealing, and entrepreneurial solution to the identified challenge

2. Social Impact Potential 30%

Social Value Proposition 20%

- Has a clearly-identified social value proposition, the solution must clearly help to address the social problem
- Relates closely to community need
- Generates social value above and beyond current state and/or next best available solution

Quantified Social Impact 10%

- Potential Social Impact projections are based on reasonable assumptions and credible data that can be evaluated
- Plan has identified operational metrics (“social indicators”) that strongly relate to desired social outcomes

3. Likelihood of Success 10%

Implementation 10%

- Clearly defined vision and growth objectives
- Roadmap for implementation, including connections/partners, customer acquisition strategy

4. Presentation 25%

Formal presentation 10%

- Quality of presentation
- Adherence to time limits
- Good use of props

Q&A 15%

- Satisfactorily answers judges questions