

Expand upon the five original bullet points (reiterated below)

- **Description of the Product or Service** - Provide details of the features. You may include a sketch on one additional page that is stapled to the concept statement.
- **Target Market** - List the consumers or businesses expected to buy the product or service. If you are proposing a *Social Enterprise* identify the funding source as well as the population served. (Note: Remember GiftZip.com. Where does revenue come from? Users or another source?)
- **Benefits of the Product or Service** - Describe how your product or service adds value and/or solves a problem.
- **Competitive Position** - Describe how your product or service will be positioned in the market relative to your competition. What makes your idea better?
- **Management Team** - Briefly describe the founder/cofounders and their qualifications or past experience that makes them suitable to manage this venture.

First Screen

From “Preparing Effective Business Plans” by Bruce R. Barringer

Part 1: Strength of Business Idea

For each item, circle the most appropriate answer and make note of the (-1), (0), or (+1) score.

	Low Potential (-1)	Moderate Potential (0)	High Potential (+1)
1. Extent to which the idea: <ul style="list-style-type: none"> • Takes advantage of an environmental trend • Solves a problem • Addresses an unfilled gap in the marketplace 	Weak	Moderate	Strong
2. Timeliness of entry to market	Not timely	Moderately timely	Very timely
3. Extent to which the idea “adds value” for its buyer or end user	Low	Medium	High

4.	Extent to which the customer is satisfied by competing products that are already available	Very satisfied	Moderately satisfied	Not very satisfied or ambivalent
5.	Degree to which the idea requires customers to change their basic practices or behaviors	Substantial changes required	Moderate changes required	Small to no changes required

Part 2: Industry-Related Issues

		Low Potential (-1)	Moderate Potential (0)	High Potential (+1)
1.	Number of competitors	Many	Few	None
2.	Stage of industry life cycle	Maturity phase or decline phase	Growth phase	Emergence phase
3.	Growth rate of industry	Little or no growth	Moderate growth	Strong growth
4.	Importance of industry's products and/or services to customers	"Ambivalent"	"Would like to have"	"Must have"
5.	Industry operating margins	Low	Moderate	High

Part 3: Target Market and Customer-Related Issues

		Low Potential (-1)	Moderate Potential (0)	High Potential (+1)
1.	Identification of target market for the proposed new venture	Difficult to identify	May be able to identify	Identified

2.	Ability to create “barriers to entry” for potential competitors	Unable to create	May or may not be able to create	Can create
3.	Purchasing power of customers	Low	Moderate	High
4.	Ease of making customers aware of the new product or service	Low	Moderate	High
5.	Growth potential of target market	Low	Moderate	High

Part 4: Founder- (or Founders-) Related Issues

		Low Potential (-1)	Moderate Potential (0)	High Potential (+1)
1.	Founder or founders experience in the industry	No experience	Moderate experience	Experienced
2.	Founder or founders skills as they relate to the proposed new venture’s product or service	No skills	Moderate skills	Skilled
3.	Extent of the founder or founders professional and social networks in the relevant industry	None	Moderate	Extensive
4.	Extent to which the proposed new venture meets the founder or founders personal goals and aspirations	Weak	Moderate	Strong
5.	Likelihood that a team can be put together to launch	Unlikely	Moderately likely	Very likely

and grow the new
venture

Part 5: Financial Issues

	Low Potential (-1)	Moderate Potential (0)	High Potential (+1)
1. Initial capital investment	High	Moderate	Low
2. Number of revenue drivers (ways in which the company makes money)	One	Two to three	More than three
3. Time to break even	More than two years	One to two years	Less than one year
4. Financial performance of similar businesses	Weak	Modest	Strong
5. Ability to fund initial product (or service) development and/or initial startup expenses from personal funds or via bootstrapping	Low	Moderate	High

Overall Potential

Each part has five items. Scores will range from -5 to +5 for each part. The score is a guide—there is no established rule-of-thumb for the numerical score that equates to high potential, moderate potential, or low potential for each part. The ranking is a judgment call.

	Score (-5 to +1)	Overall Potential of the Business Idea Based on Each Part	Suggestions for Improving the Potential
Part 1: Strength of Business Idea		High potential	<input type="checkbox"/>
		Moderate potential	<input type="checkbox"/>
		Low potential	<input type="checkbox"/>
Part 2: Industry-Related Issues		High potential	<input type="checkbox"/>
		Moderate potential	<input type="checkbox"/>
		Low potential	<input type="checkbox"/>
Part 3: Target Market and Customer-Related Issues		High potential	<input type="checkbox"/>
		Moderate potential	<input type="checkbox"/>
		Low potential	<input type="checkbox"/>
Part 4:		High potential	<input type="checkbox"/>

Founder- (or Founders-) Related Issues	Moderate potential	<input type="checkbox"/>
	Low potential	<input type="checkbox"/>
Part 5: Financial Issues	High potential	<input type="checkbox"/>
	Moderate potential	<input type="checkbox"/>
	Low potential	<input type="checkbox"/>
Overall Assessment	High potential	<input type="checkbox"/>
	Moderate potential	<input type="checkbox"/>
	Low potential	<input type="checkbox"/>

Summary—briefly summarize your justification for your overall assessment:

Internet Resource Table

From “Preparing Effective Business Plans” by Bruce R. Barringer

Resource to Help Complete the First Screen

<i>Source</i>	<i>Description</i>	<i>Applicable Parts of First Screen</i>	<i>Cost/Availability</i>
American Factfinder (http://www.factfinder.census.gov)	An easy-to-use portal for obtaining census data. One quick way to retrieve data is to get a “Fact Sheet” on a geographic area (by city, county, or ZIP code), which provides population, medium household income, demographic breakdown (age, gender, race), and other information.	Part 3	Free
BizStats (http://www.bizstats.com)	Has a variety of detailed financial data on various retail categories. On the site, a user can type in the projected income of a firm, by industry, and receive a mock income statement in return.	Parts 2 and 5	Free

Business & Company Resource Center (http://www.gale.com/BusinessRC)	Access to information on the organization and structure of industries, current industry trends, and other information.	Parts 1 and 2	Fee based; typically free if accessed through a university library
City-Data.com (http://www.city-data.com)	Contains detailed information on cities, including median resident age, median household income, ethnic mix of residents, and aerial photos.	Part 3	Free
County Business Patterns (http://www.census.gov/epcd/cbp/view/cbpview.html)	Good resources for looking at business activity, including the number of competitors, at a city, county, or state level. For example, you can find the number of drycleaners (or any other business) in a specific ZIP code or city.	Parts 2 and 3	Free

<i>Source</i>	<i>Description</i>	<i>Applicable Parts of First Screen</i>	<i>Cost/Availability</i>
Hoovers Online (http://www.hoovers.com)	Brief histories and financial information on companies, industries, people, and products. Premium service provides access to detailed financial information and 10-K reports for publicly traded firms.	Parts 2, 3, and 5	Free; premium version available on a fee basis or typically for free if accessed through a university library
IBISWorld (http://www.ibisworld.com)	Detailed reports available on hundreds of industries, including industry stats, trends, buyer behavior, and expected returns.	Parts 1, 2, 3, and 5	Fee based; typically free if accessed through a university library
Lexis-Nexis Academic (http://www.lexisnexis.com)	Provides access to sales data for public and private firms, which can be searched in a number of useful ways. Helps startups estimate the financial performance of similar businesses. Go to “Business” and then “Company Financial.”	Part 5	Fee-based; typically free if accessed through a university library
MagPortal.com (http://www.magportal.com)	Search engine and directory for finding online magazine articles. Helps startups by providing access to magazine articles about their product/ service and industry of interest. This information may be helpful in all areas of feasibility analysis.	Parts 1, 2, 3, 4, and 5	Free
Mergent Online (http://www.mergentonline.com)	Provides near instant access to financial data, including income statements, balance sheets, and cash flows, on more than 10,000 U.S. public corporations.	Parts 2 and 5	Fee based; typically free if accessed through a university library
Mintel (http://www.mintel.com)	Detailed reports available on hundreds of industries, including industry stats, trends, buyer behavior, and expected returns.	Parts 1, 2, 3, and 5	Fee based; typically free if accessed through a university library

<i>Source</i>	<i>Description</i>	<i>Applicable Parts of First Screen</i>	<i>Cost/Availability</i>
ProQuest (no public Web site available)	Very robust search engine for searching publications such as the <i>Wall Street Journal</i> and the <i>New York Times</i> . Useful for all areas of feasibility analysis.	Parts 1, 2, 3, 4, and 5.	Fee based; typically free if accessed through a university library
Quickfacts (http://quickfacts.census.gov)	A very quick way to access census bureau data, including population, median household income, census breakdowns by age and other demographic characteristics, and so on.	Parts 2 and 3	Free
ReferenceUSA (http://www.referenceusa.com)	Provides contact information, estimated annual sales, credit rating score, year established, news, and other information on both public and private companies. Contains more information on private firms than many similar sites. Helps startups estimate the financial performance of similar businesses.	Part 5	Free
Standard & Poor's NetAdvantage (http://www.netadvantage.standardpoor.com)	Detailed reports available on hundreds of industries, including industry stats, trends, buyer behavior, and expected returns.	Parts 1, 2, 3, and 5	Fee based; typically free if accessed through a university library
Trade (and Professional) Association Directories (http://idii.com/resource/associations.htm) (http://www.weddles.com/associations/index.cfm) (http://www.ipl.org/div/aon/)	Directories provide access to the Web site addresses of trade associations in all fields. The trade associations can be contacted to obtain information on all areas of feasibility.	Parts 1, 2, 3, 4, and 5	Free

<i>Source</i>	<i>Description</i>	<i>Applicable Parts of First Screen</i>	<i>Cost/Availability</i>
Yahoo! Industry Center (http://biz.yahoo.com/ic)	Provides a directory of industries, along with a list of the companies in each industry, the latest industry-related news, and performance data on the top companies in an industry.	Parts 2, 3, and 5	Free
