| Topic | Not Present | Somewhat Present | Clearly Present |  |
| --- | --- | --- | --- | --- |
| Business Description | 1 | 2 | 3 |  |
| Product Description | 1 | 2 | 3 |
| Solving What Problem | 1 | 2 | 3 |
| Marketing Strategy | 1 | 2 | 3 |
| Target Audience | 1 | 2 | 3 |
| Operations Plan  (Expenses) | 1 | 2 | 3 |
| Break-Even Calculations | 1 | 2 | 3 |
| Investment Ask with Reasoning | 1 | 2 | 3 |
| Total: | | | | /24 |

# Engagement

A black and white logo

Description automatically generated

If you notice one of the topics above is missing, please ask about it. If everything was there, you might consider asking one of the following questions.

# Suggested Questions:

* How did you determine your product markup?
* What was the hardest part of developing this business plan?
* What competitors do you have?
* Have you thought about …?