| 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 |
| TargetAudience | 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



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 …?