ASSESSMENT CRITERIA

Summary	Stage	1	2	3
Does it include significant summarising statements on the following …		■	■	■
… product/service?		■	■	■
… client benefit?		■	■	■
… founders?		■	■	■
… target audiences?			■	■
… industry development?			■	■
… the added environmental and societal value of the business plan?				■
… capital requirements?				■
Were clear sustainability goals formulated for the business concept and explained how compliance is ensured?		■	■	■
Is the summary concise and able to spark the reader's interest?		■	■	■
Is the summary an appropriate length?		■	■	■

Product / Service	Stage	1	2	3
Is the product/service described in a way which can also be understood by non-specialists?		■	■	■
Is the USP which helps the product/service stand out from what the competitors offer clearly presented in detail?		■	■	■
Is the client benefit clearly described?		■	■	■
Is the target audience (potential clients) sufficiently defined?		■	■	■
Is the development status of the product/service reflected (e.g. prototype, market readiness, test clients, authorisations, permits, protecting the idea)?		■	■	■
Is the added environmental and societal value of the products/ services clearly presented in detail?		■	■	■

ASSESSMENT CRITERIA

Founders	Stage	1	2	3
Are all team members introduced (name, age, education, CVs enclosed)?		■	■	■
Is it clear from the description of professional experience and/or education that the specialist expertise required for the planned startup project is in place (relevant educational history, relevant practical experience)?		■	■	■
Have you ensured the integration of business skills into the business (e. g. education, training, key figures, external solutions)?		■	■	■

Market analysis	Stage	1	2	3
Has allocation to a market/industry taken place?			■	■
Is the development of the industry (trend) described?			■	■
Are the target audiences (potential clients) segmented and described based on suitable criteria (e.g. geographic, demographic, industry etc.)?			■	■
Are environmental and societal market requirements (client expectations, legislation etc.) reflected and taken into account?			■	■
Is the number of potential clients in the segment described estimated clearly?			■	■
Can the sales realistically and plausibly be extrapolated from the market analysis?			■	■
Is the competitive situation carefully analysed?			■	■
Are the statements backed up by reasonable sources?			■	■

ASSESSMENT CRITERIA

Marketing	Stage 1	2	3
Are the pricing considerations understandable?		■	■
Is there a sufficient basis for plausible calculation of planned turnover (quantity x price)?		■	■
Are the communications activities tailored to the target audiences?		■	■
Is the target group (potential clients) sufficiently clearly defined?		■	■
Are additional communications activities planned with regard to sustainable business development (e.g. environmental advantages of the products/services)?		■	■
Are the selected sales channels clearly described?		■	■
Are the measures for market entry plausibly presented?		■	■

Business and organisation	Stage 1	2	3
Are all value-creating activities in the business (which earn money) clearly described?			■
Are the most important functions in the business mentioned?			■
Are people assigned to these functions?			■
Is the personnel plan appropriate?			■
Are the most significant milestones in the business's development described?			■
Does the decision on location appear justified and understandable?			■
Are legal and ownership structures described transparently?			■
Are relevant areas of activity for sustainable business development described clearly (e.g. environmental/sustainability management, employee identification with the business, sustainability as part of the business culture and values)?			■

ASSESSMENT CRITERIA

Financial plan and financing	Stage 1	2	3
Is the profit and loss account presented clearly (planned turnover, workforce expansion etc.)?			■
Is the liquidity plan clearly presented?			■
Are any gaps in financing (financial requirements from the liquidity plan) properly determined and have opportunities to close it been presented?			■
Are the details of when capital will be supplied to the business and from which sources plausibly presented?			■
Does the financing plan appear appropriate on the whole and does it offer long-term stability for sustainable business development?			■

Overall impression	Stage 1	2	3
Is the business plan clearly structured and formulated in a way which can also be understood by laypeople (structure, formulation, specialist terminology, supporting graphics etc.)?	■	■	■
Does the business plan (design, layout, appropriate scope) appeal to the reader?	■	■	■
Does the business plan appear coherent from a content perspective (client benefit, target audience, market segmentation, planned turnover etc.)?		■	■
Does the business plan reflect sustainable business development objectives? (See the section on sustainable business development)			■