EVALUATION SCALE

Why you should know the evaluation scale.

A good business plan is not created in the dark. The better you understand what the jury is evaluating, the more precisely you can align your work accordingly. The evaluation scale shows you what makes the difference between a solid and an outstanding business plan — and where you still have potential to unlock.

The principle is simple: depth beats superficiality. Those who not only provide facts but also justify them, support them with background information and consider alternative scenarios will leave a lasting impression on the jury.

Rating	Summary	What does this mean for you?
1+	Outstanding	Beyond the facts: background information, justifications and alternative scenarios are fully developed. No open questions.
1	Excellent	The requirement is fulfilled to an exceptional degree. No open questions.
2+	Good to excellent	The requirement is fulfilled in full. Only a few questions remain open.
2	Good	The essentials are presented coherently. In individual places, further elaboration would be beneficial.
3+	Satisfactory to good	Broadly comprehensible, but not yet fully coherent. Some information is missing.
3	Satisfactory	Fundamental aspects are correctly presented, but should be deepened and developed more coherently.
4+	Sufficient to satisfactory	Largely present, but not coherent enough. Revision is necessary.
4	Sufficient	Partially comprehensible, but has substantive shortcomings and is not presented coherently.
5+	Poor to sufficient	Not developed comprehensibly. Essential information and key building blocks are missing.
5	Poor	The requirement is not met. Serious shortcomings and missing fundamental information.
6	Insufficient	Does not meet the requirements. Does not allow any assessment whatsoever.