

## Report Card Questions And Ratings Guides

	<b>RATING GUIDES</b>
1. How sustainable is revenue and the business concept as described? How unique is the business model? Is your niche defensible?	5- Revenue seems sustainable, concept seems real, and ready for investment 4 - Revenue seems sustainable, but believe company has weaknesses to address 3 - Business model needs to be better explained, but niche is appealing. 2- how revenue can be sustained is not clear or “need” as compelling as it could be 1 - Need more information to form an opinion
2. How successful will be the marketing strategies and tactics to reach and penetrate target market and secure customers?	5- Targeted marketed should have success based on knowledge of industry 4- Marketing efforts seem well documented and should be successful 3- Marketing approach is valid, but costs might be underestimated 2- Marketing approach has flaws. Need to be revised and rethought 1- Need more information to form an opinion
3. Is this concept distinct and unique enough to “solve the pain” of a customer. Has the “pain” been identified and addressed in the solution as presented?	5- The customer “pain” is real and solution seems targeted to address problem 4- Customers have many pains. Solution does address some benefits for using 3- “Pain” may or may not be solved. Need more testing to know more 2- “Pain” not identified correctly. Wrong premise to get “buy-in” by customer 1- Need more information to form an opinion
4. Will there be competition? Are there barriers to entry? Why will competitors not “adopt” the solution and add more money, effort and manpower?	5- Satisfied that company has identified and has significant barrier(s) to entry 4- Company seems to have barrier(s) to entry - creating first mover advantage 3- Stated barrier(s) to entry is not as strong as company believes 2- Appears to be no or low barrier(s) to entry. Beware 1- Need more information to form an opinion
5. Is your presentation material as compelling to an investor as it could be?	5- The material is compelling, very professional and thorough. Impressive 4- Material keep me engaged, but could be even better 3- Material needs improvement 2- Material is not compelling and does not validate concept as written 1- Need more information to form an opinion
6. Are financial projections, as presented, measurable, achievable and believable to investors?	5- Absolutely. Appear very well throughout and reasonable 4- Yes to measurable and believable, but not necessarily achievable 3- Yes to measurable, but not believable or achievable. Need to revise assumptions 2- No, unfortunately the financials projections are not believable based on material 1- Need more information to form an opinion
7. Is this business concept fundable based on the capital requirements, given the risks and assumed ROI?	5- Yes, the business appears fundable and you should proceed with this enterprise 4- Yes, but the capital to risk/ROI ratio needs to be addressed and changes made 3- Yes, but capital required and equity to be given up need to be more realistic 2- No, the business concept does not seem fundable as currently described 1- Need more information to form an opinion
8. Is your story believable? Does your management team have the passion, skills and experiences to make this successful?	5- Yes, great story, great management team, great market 4- Yes, but you need to improve your management team 3- Yes, but only if you make certain changes 2- No, you need to add a number of important additions to concept, plan and team 1- Need more information to form an opinion
9. List areas that need to be better addressed in the materials presented to the MBA GlobalNet team.	Not Applicable. Each Reviewer adds own comments here.

**TEAM MEMBERS:** FIRST NAME, LAST NAME, PHONE NUMBER, AND EMAIL  
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### Report Card Ratings

00/00/2006

	RATING	COMMENTARY
1. How sustainable is revenue and the business concept as described? How unique is the business model? Is your niche defensible?	<b>0</b>	
2. How successful will be the marketing strategies and tactics to reach and penetrate target market and secure customers?	<b>0</b>	
3. Is this concept distinct and unique enough to “solve the pain” of a customer. Has the “pain” been identified and addressed in the solution as presented?	<b>0</b>	
4. Will there be competition? Are there barriers to entry? Why will competitors not “adopt” the solution and add more money, effort and manpower?	<b>0</b>	
5. Is your presentation material as compelling to an investor as it could be?	<b>0</b>	
6. Are financial projections, as presented, measurable, achievable and believable to investors?	<b>0</b>	
7. Is this business concept fundable based on the capital requirements, given the risks and assumed ROI?	<b>0</b>	
8. Is your story believable? Does your management team have the passion, skills and experiences to make this successful?	<b>0</b>	
9. List areas that need to be better addressed in the materials presented to the MBA GlobalNet team. <div style="border: 1px solid black; padding: 5px; margin-top: 10px; width: fit-content;"> <p style="text-align: center; margin: 0;"><b>THE MBA GLOBALNET TEAM MEMBERS</b></p> <p style="margin: 0;">First Name, Last Name Phone Email</p> <p style="margin: 0;">First Name, Last Name Phone Email</p> </div>		<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>



# ASSUMPTIONS REVIEW & PITCH READINESS REQUESTED PROFILING INFORMATION

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Dear Entrepreneur,

Thank you for choosing to receive the MBA GlobalNet Assumptions Review & Pitch Readiness Report for your new venture or existing business. The following

## FINANCIAL PROJECTION OVERVIEW

	YEAR 1	YEAR 2	YEAR 3
REVENUE			
EXPENSES			
NET INCOME (LOSS)			
# OF CUSTOMERS			
AVERAGE SALE PRICE			
# OF EMPLOYEES			
MARKETING BUDGET			
# OF SALES PEOPLE			
AND*:			
AND:			
AND:			
AND:			

\*OPTIONAL

**CAPITAL SOUGHT: \$**

## ELEVATOR PITCH

**WHY ARE YOU WRITING A BUSINESS PLAN?**

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**WHY DO YOU WANT THIS REVIEW DONE?**

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**WHAT QUESTIONS DO YOU WANT ANSWERED DURING THIS REVIEW?**

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