

Hlplan Judging Criteria

Entrant Name: _____

ATTRACTIVENESS OF THE MARKET OPPORTUNITY (up to 20 points)

- How large is the market?
- How fast is it growing?
- Does this plan address Hawaii Island opportunity?
- Can you be a “significant player” in this market?
- What long-run rate of profitability do you expect to see in this market?

VALUE CREATED BY NEW PRODUCT OR SERVICE (up to 20 points)

- What is the new and unique value of the proposed product/service?
- Is there a clear customer need being satisfied?
- How important is this product/service to the customer?
- Has the team developed a prototype or working description of the product/service?
- Has the team gone out to the market to test receptiveness of potential customers?

COMPETITIVE ADVANTAGE OF PROPOSED VENTURE (up to 20 points)

- How will the proposed product/service be positioned in relation to competitors?
- Can this product/service achieve a leadership position in its market?
- From your current stage of development, how long will it take you to get to market?
- Will the proposed venture be favorably positioned in the distribution channel?

OPERATIONAL AND TECHNOLOGICAL VIABILITY (up to 20 points)

- How will the proposed venture produce and distribute the product/service?
- How will operational obstacles be overcome?
- What technology or other intellectual property, is essential to the success of this venture?
- How will rights to the property be secured?
- How much will the property cost to develop and/or secure?
- How long will it take to develop the property?

CAPABILITY OF THE MANAGEMENT TEAM (up to 10 points)

- Have team members demonstrated leadership and initiative in other aspects of their life?
- What specific management capability is required for the venture?
- What relevant skills do the team members possess?
- What roles will the current team members play?
- How will gaps in the management team be filled?

CAPITAL REQUIREMENTS, FINANCIAL FORECAST (up to 10 points)

- What type and amount of capital investment is required?
- Is the investment required all at once or can it be “staged-in” over time?
- Where will the investment capital come from?
- What is the proposed ownership structure of the venture?
- What is the investment exit-strategy?
- How long will it take the venture to be financially self-supporting? (cash-flow positive)
- How will the venture be financed until then?
- What is the expected return on investment?
- When is the investment expected to become liquid?

TOTAL POINTS