

Airline Business Plan Pdf

START-UP BUSINESS PLAN EVENT, 2016

BUSINESS PLAN PROPOSAL AND ORAL PRESENTATION

Participant: _____

I.D. Number: _____

EVALUATION FORM		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page summary of the business model	0-1-2	3-4-5	6-7-8	9-10	
PROBLEM						
2.	List of the top three problems the product/service is addressing	0-1-2	3-4-5	6-7-8	9	
CUSTOMER SEGMENTS						
3.	Description of target customers	0-1-2	3-4-5	6-7-8	9	
UNIQUE VALUE PROPOSITION						
4.	Description of the single, clear, compelling message that states why the product/service is different and worth buying	0-1-2	3-4-5	6-7-8	9	
SOLUTIONS						
5.	Description of the top three features of the product/service	0-1-2	3-4-5	6-7-8	9	
CHANNELS						
6.	Descriptions of the pathways to customers	0-1-2	3-4-5	6-7-8	9	
REVENUE STREAMS						
7.	<ul style="list-style-type: none"> Description of the revenue model Descriptions of the life time values Explanation of the revenue Explanation of the gross margin 	0-1-2	3-4-5	6-7-8	9	
COST STRUCTURE						
8.	<ul style="list-style-type: none"> Explanation of the customer acquisition costs Explanation of the distribution costs Explanation of the human resources costs Explanation of any additional costs 	0-1-2	3-4-5	6-7-8	9	
KEY METRICS						
9.	Explanation of the key activities that must be measured	0-1-2	3-4-5	6-7	8	
COMPETITIVE ADVANTAGE						
10.	Explanation of why the product/service cannot be easily copied or bought	0-1-2	3-4-5	6-7-8	9	
Total Possible Points: 100				Presentation Total Points:		
				LESS PENALTY POINTS:		
				TOTAL SCORE:		

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