

Business Plan Assessment

What is the Business Plan Assessment?

Incorporate the business skills you have acquired through the six courses into a business plan to be assessed and critiqued by a qualified instructor. Your instructor is available to advise and assist you and can provide direction for successful completion and refinement of your business plan. Move forward with confidence and a greatly increased chance of success as an entrepreneur.

The assessment of your plan is based upon the business plan outline from the "Building a Dream" textbook.

Who should register for the Business Plan Assessment?

This is an optional course for students or individuals wishing to receive feedback on their completed business plan and is not a requirement of the certificate of completion. Fee: \$249.00 + GST.

Please check the website for current schedule information: conted.mtroyal.ca/smallbusiness

What is the process?

Step 1: **Register** for the Business Plan Assessment with Mount Royal College. You may register online, by phone (403.440.3833), or in person.

Step 2: In your **Registration Confirmation** you will be given the contact information for your Advisor/Grader for the Business Plan Assessment.

Step 3: **Connect** with your assigned Advisor/Grader to discuss your plan and outline any supports you require to complete your business plan.

Step 4: **Submit** your completed business plan using one of the methods below by the due date.

How do I submit my plan?

Submit your completed business plan to:

By Mail: Program Assistant, Entrepreneur Program
Faculty of Continuing Education and Extension
4825 Mount Royal Gate SW
Calgary, AB T3E 6K6

In Person: Faculty of Continuing Education and Extension, Room EB 3101
4825 Mount Royal Gate SW
Calgary, AB T3E 6K6, (Located on the 3rd Floor of the East B Building).

When should I register for the Business Plan Assessment?

Students should register for the Business Plan once they have completed the six modules. The Business Plan assessment is offered every semester. Students should allot themselves approximately **6-8 weeks** to complete the plan before submission. Keep this in mind when choosing which semester to register for the Business Plan Assessment.

Who do I contact if I have questions?

If you have questions related to the business plan format, content, or grading, you should contact your assigned advisor. If you have questions related to the program, certificate, extensions, or submission timelines, please contact the Program Assistant at **403.440.5069**.

I don't have a business plan yet. Do I have to register for the Assessment now, or can I wait?

Students are encouraged to register for the Business Plan Assessment as soon as possible while the information is still fresh; however, students may take up to a year before registering for the plan. Also, as noted above, this is an optional course designed to assist students with feedback and support for their business plan and is not a requirement of the certificate.

How long does it take to grade the Business Plan?

This can depend on a number of circumstances, but typically we find that the turnaround time for grading is approximately 4 weeks.

The due date for the Business Plan is before my last course. How am I supposed to complete my plan on time?

As mentioned above, the Business Plan is offered every semester. If the business plan section for the current semester falls before your last course, you will need to register in a subsequent semester. In fact, students are encouraged to register for their Business Plan in the semester following completion of their last course to ensure they have enough time to complete it.

How long does it take to complete a Business Plan?

Typically it takes students **6-8 weeks** to properly prepare and write their business plan. This is obviously dependent on a number of variables, including, scope, readiness, depth, and availability of the student.

What happens if I fail the Business Plan Assessment course?

Very few students fail the Business Plan Assessment. However, if you were to fail, you would be able to take the feedback and comments given and refine your Business Plan prior to presenting it in real situation, or you may take that feedback and rewrite your paper for submission. As this is a standalone course, there is no direct impact on the Entrepreneurship certificate.

Can I submit my Business Plan electronically?

No, your Business Plan must be submitted in a hard copy, paper format. The Business Plan is a presentation report and the delivery format should support that. When presenting your Business Plan in a real scenario, you will need to present a hard copy as well.

Assessment Chart

Business Plan Section	Contents	Assessment
Letter of Transmittal	<ul style="list-style-type: none"> • Introduce your business plan to the reader • Outline the major features that may be of interest 	Clear: Concise: Complete: Comprehensive: Total Points: ___/1
Title Page	<ul style="list-style-type: none"> • Provide identifying information about you and your proposed business. Name, address and contact numbers for the business as well as key company contacts 	Clear: Concise: Complete: Comprehensive: Total Points: ___/1
Table of Contents	<ul style="list-style-type: none"> • A list of the major headings and subheadings contained in your plan 	Clear: Concise: Complete: Comprehensive: Total Points: ___/1
Executive Summary and Fact Sheet	<ul style="list-style-type: none"> • A 1-2 page summary of the important points in your plan • May be the most important part of your business plan • Your fact sheet summarizes the basic information that relates to the venture 	Clear: Concise: Complete: Comprehensive: Total Points: ___/2
Company and Industry	<ul style="list-style-type: none"> • History and current situation of your company • Goals and objectives for the business • Principal characteristics and trends in the industry 	Clear: Concise: Complete: Comprehensive: Total Points: ___/10
Product and Service Offering	<ul style="list-style-type: none"> • Detailed description of your product or service • Outline stage of development and proprietary position 	Clear: Concise: Complete: Comprehensive: Total Points: ___/10
Market Analysis	<ul style="list-style-type: none"> • Describe the profile of your principal target customer • Indicate current market size, trends and seasonal patterns • Assess the nature of your competition • Estimate your expected sales and market share 	Clear: Concise: Complete: Comprehensive: Total Points: ___/10
Your Marketing Plan	<ul style="list-style-type: none"> • Detail the marketing strategy you plan to use • Describe your marketing plan with respect to your sales strategy, advertising and promotion plans, pricing policy, and channels of 	Clear: Concise: Complete: Comprehensive:

	distribution	Total Points: ___/10
Your Development Plan	<ul style="list-style-type: none"> Outline the development status of your product and what is still required to get it to a market-ready state Are there regulatory, testing, or other requirements that still have to be met? 	Clear: Concise: Complete: Comprehensive: Total Points: ___/3
Your Production /Operations Plan	<ul style="list-style-type: none"> Outline the operating side of your business Describe your location, kind of facilities, space requirements, capital equipment needs, and labour requirements 	Clear: Concise: Complete: Comprehensive: Total Points: ___/10
Your Management Team	<ul style="list-style-type: none"> Identify your key management people, their responsibilities, and their qualifications Indicate the principal shareholders of the business, principal advisors, and the members of your board of directors 	Clear: Concise: Complete: Comprehensive: Total Points: ___/10
Your Implementation Schedule	<ul style="list-style-type: none"> Present an overall schedule indicating what needs to be done to launch your business and the timing required to bring it about Discuss the major problems and risks that you will have to deal with 	Clear: Concise: Complete: Comprehensive: Total Points: ___/5
Your Financial Plan	<ul style="list-style-type: none"> Indicate the type and amount of financing you are looking for and how the funds will be used Outline your proposed terms of investment, the potential return to the investor, and what benefit is being provided Provide an overview of the current financial structure of your business Prepare realistic financial projections that reflect the effect of the financing; include: <ul style="list-style-type: none"> Cash flow forecasts Pro forma profit and loss statements Pro forma balance sheet Break-even analysis Start-up costs 	Clear: Concise: Complete: Comprehensive: Total Points: ___/22
Appendices	<ul style="list-style-type: none"> Supporting material for your plan including: Detailed resumes of the management team Product literature and photographs Names of possible customers and suppliers Consulting reports and market surveys Copies of legal documents Publicity material Letters of reference 	Clear: Concise: Complete: Comprehensive: Total Points: ___/10
Business Plan Evaluation	Total Available Points: 100	Total Points: ___/100