

# Feasibility plan checklist

page 1 of 3

## OVERALL PLAN

### Readability:

Yes    No

|                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Language is concise (does not read like novel or term paper). |
| <input type="checkbox"/> | <input type="checkbox"/> | Each section clearly defines and satisfies its objective.     |
| <input type="checkbox"/> | <input type="checkbox"/> | Conclusions drawn from facts are reasonable.                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Facts are supported with sufficient charts and graphs.        |

### Spelling/Grammar/Math:

Yes    No

|                          |                          |                      |
|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Spelling is correct. |
| <input type="checkbox"/> | <input type="checkbox"/> | Grammar is clean.    |
| <input type="checkbox"/> | <input type="checkbox"/> | Math is correct.     |

### Formatting:

Yes    No

|                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Font choice is readable.                          |
| <input type="checkbox"/> | <input type="checkbox"/> | Spacing between lines is sufficient.              |
| <input type="checkbox"/> | <input type="checkbox"/> | Plan contains subheads.                           |
| <input type="checkbox"/> | <input type="checkbox"/> | Formatting on heads and subheads is consistent.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Contains page numbers.                            |
| <input type="checkbox"/> | <input type="checkbox"/> | Formatting on page numbers is consistent.         |
| <input type="checkbox"/> | <input type="checkbox"/> | Plan contains enough white space for readability. |

## COVER PAGE/TABLE OF CONTENTS

### Cover page:

Yes    No

|                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Cover Page contains name of business.                                       |
| <input type="checkbox"/> | <input type="checkbox"/> | Cover Page contains entrepreneur's and chief executive's name if different. |
| <input type="checkbox"/> | <input type="checkbox"/> | Cover Page contains address, telephone, and fax numbers.                    |
| <input type="checkbox"/> | <input type="checkbox"/> | Cover Page contains company logo.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Page numbers in table of contents correspond correctly.                     |

# Feasibility plan checklist

page 2 of 3

## SECTIONS OF THE PLAN

### Executive summary

Yes      No

|                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Length of summary is appropriate (does not exceed two pages and only describes the new venture). |
| <input type="checkbox"/> | <input type="checkbox"/> | Describes the business the venture is in.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Specifies why the product/service is unique and what proprietary rights the business has.        |
| <input type="checkbox"/> | <input type="checkbox"/> | Gives an overview of the market section.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Specifies how much money is needed to start the venture.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Describes financing needs of the company.  |

### Product/service plan

Yes      No

|                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Purpose and unique features of product/service described.      |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies stage of development for product/service.           |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies shelf life of product/service.                      |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies proprietary rights.                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Describes the necessary government approvals and their status. |
| <input type="checkbox"/> | <input type="checkbox"/> | Describes the liabilities the product/service may pose.        |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the means of production.                            |

### Market analysis

#### Industry profile:

Yes      No

|                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses current market size.            |
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses growth potential of the market. |
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses industry trends.                |

#### Other marketing issues:

Yes      No

|                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Contains customer profile.                |
| <input type="checkbox"/> | <input type="checkbox"/> | Contains target markets and size of each. |
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses market penetration.             |
| <input type="checkbox"/> | <input type="checkbox"/> | Contains customer benefits.               |

## Feasibility plan checklist

page 3 of 3

### Price and profitability

Yes    No

|                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | States the price the end user will be charged.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Includes sales projections for the new venture by product/service for three years.                                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Describes the cost for the product/service for three years.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the gross margin for each product/service for three years.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the sales, cost of goods, gross margin, operating expenses, and profit by year for the next three years. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the start-up costs for the business.   |

### Plan for further action

Yes    No

|                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies specific pitfalls (not vague) of the business concept.                        |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the specific positives and strong points (not vague) of the business concept. |
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses how capital will be obtained.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Clearly states what the entrepreneur's role will be in the business.                     |
| <input type="checkbox"/> | <input type="checkbox"/> | States whether or not a business plan will be written and why.                           |
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses whether or not product/service will be licensed.                               |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies possible corporate partners.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Lists any proprietary rights.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies infrastructure members (involvement, cost).                                   |