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Business Evaluator & Assessment Tool (B.E.A.T.)

Instructions:

St. Francis College – Center for Entrepreneurship’s BEAT is designed to assist the Advisory Board of its P2P Virtual Incubator in assessing your business model, and providing you with mission-critical feedback and monitoring. The questions below have been organized into groupings. For each of the following questions, provide the most complete and detailed response possible. Please do not exceed three pages by providing concise response to each question.

Part 1: Background Information

1. Name of Your Business and Type of Corporation:
2. Leadership Team of Your Business Organization:

Part 2: Business & Value-Creating Activities

1. Describe the core activities of your business? What goods and/or services?
2. What is your target market?
3. What is the size of your target market?
4. What are the needs of the target market?
5. What value do you propose deliver to the target market?
6. Have you identified any competitive advantage in delivering your organization’s value proposition to the target market?

7. What are your developed core competencies in delivering your value proposition to the target market?
8. Who are your main competitors?
9. What is your core differentiator?

Part 3: Value Chain & Key Partnerships

1. Who are your business organization's key upstream partners in your value-creating chain? (e.g., suppliers, distributors, manufacturers, programmers, etc.)
2. What channels of distribution will you leverage to reach your target market?
3. Who are your business organization's key downstream partners to help you reach your target market through your channels of distribution? (e.g., retailers, distributors, etc.)
4. Have you formed key partnerships or alliances with partners in your value-creating chain? If yes, what types of alliances/partnerships have you formed?
5. What key activities do your value chain partners provide to your business organization?

Part 4: Key Business Resources

1. What critical business resources are needed for your organization to deliver its value proposition? (e.g., physical assets, intellectual property, human resources)
2. Have you acquired the critical resources needed for your business organization? If not, have you developed a plan of action to acquire critical business resources?

Part 5: Financial Performance Indicators

1. What are your primary revenue streams?
2. What is your business organization's financial position?

- Assets (\$):
- Liabilities (\$):
- Largest Asset Type(s):
- Largest Liability Type(s):
- Gross revenues for the most recent fiscal year:
- Net profit/loss for the most recent fiscal year:
- Largest cost expenditure(s):

3. Do accounts receivable represent a sizeable portion of your current assets?

If yes, what is the value of your accounts receivable in proportion to your total assets (%)?

What is your best estimate about the time it takes to convert an amount owed by your customer into a cash payment to your business organization?

Additional Comments:

Please return the completed form to Rob Wu, rwu@sfc.edu.