

BHC Assessment Scoring

Section 2: Business Preparation

a. Yes (2) No (1) Don't Know (0)

Section 2 Scoring

Total Possible: 22

Dependency: Sections 3, 5, 6 & 7

b. Yes (2) No (1) Don't Know (0)

c. Yes (2) No (1) Not Sure (0)

d. Yes (2) No (1) Not Sure (0)

e. Yes (2) No (1) Not Sure (0)

f. Yes (2) No (1) Not Sure (0)

g. Yes (2) No (1) What's That? (0)

h. Yes (2) No (1) What is That? (0)

i. Yes (2) No (1) What's That? (0)

j. Yes (2) No (1) Other (0)

k. A(2) B (1) C (0) D(0)

l. No Scoring (just info)

Section 3: Ownership Structure

Section 3 Scoring

Total Possible: 10

Dependency: Sections 2, 5, 6 & 7

a. No Scoring (informational)

b. Yes (2) No (1) (*Speaks to decision-making*)

c. Yes (2) No (1)

d. Yes (1) No (0)

e. A (1) B (1) C (1) D (0)

f. Yes (2) No (1) Don't Know (0)

g. Yes (2) No (1) In Process (0)

Section 4: Business Funding Position

Section 4 Scoring

Total Possible: 20

Dependency: Sections 8, 11, 12, 16, 17 & 18

1. A(5) B(4) C(3) D(2) E(1)

2. A(2) B(3) C(4) D(3) E(2)

3. A(1) B(2) C(3) D(4) E(5)

4. A(2) B(1)

e. No Score (*informational*)

f. No Score (*informational*)

1. A(1) B(2) C(3) D(4) E(0)

Section 5 Scoring

Total Possible: 9

Dependency: Sections 2, 3, 6 & 7

Section 5: Business Milestone Achievements

a. No Score (*informational*)

b. No Score (*informational*)

c. A(4) B(3) C(2) D(1)

d. Yes (2) No (3) Not Sure (0)

e. A(1) B(1) C(1) D(0) E(0)

f. A(1) B(1) C(1) D(0) E(0)

Section 6 Scoring

Total Possible: 9

Dependency: Sections 2, 3, 5 & 7

Section 6: Business Structure and Organization

- a. No Score (*informational*)
- b. A(1) B(3) C(3) D(4) E(5)
- c. No Score (*informational*)
- d. A(1) B(1) C(0)
- e. A(1) B(1) C(0)
- f. A(2) B(1) C(0)
- g. No Score (*informational*)
- h. No Score (*informational*)
- i. No Score (*informational*)

Section 7: Executive Management

Section 7 Scoring

Total Possible: 20

Dependency: Sections 2, 3, 5 & 6

- 1. A(1) B(0)
- 2. A-Yes(1) No (0)

B-Yes(1) No (0)

C-Yes(1) No (0)

D-Yes(1) No (0)

E-Yes(1) No (0)

F-Yes(1) No (0)

G-Yes(1) No (0)

H-Yes(1) No (0)

- 1. A-(0) B(1) C(2)
- 2. A-(2) B(1) C(0)
- 3. A-(2) B(1) C(0)
- 4. A-(2) B(1) C(1)
- 5. A-(1) B(0)
- 6. A-(1) B(0)
- 7. A-(1) B(0)

Section 8 Scoring

Total Possible: 23

Dependency: Sections 9 & 19

Section 8: Products/Services

- a. No Score (*informational*)
- b. A-(2) B(1) C(4) D(0)
- c. A-(3) B(1) C(1) D(2)
- d. A-(4) B(1) C(3) D(2)
- e. A-(2) B(1) C(0)
- f. A-(0) B(1) C(1) D(2) E(3) F(4)
- g. A-(3) B(1) C(2) D(0)
- h. A-(1) B(3) C(2) D(0)

Section 9 Scoring

Total Possible: 14

Dependency: Section 8 & 19

Section 9: Intellectual Property

- 1. A-(2) B(1) C(0) D(0)
- 2. A-(2) B(0) C(1)
- 3. A-(2) B(0) C(0) D(1)
- 4. A-(2) B(1) C(4) D(0)
- 5. A-(2) B(1) C(0)
- 6. A-(2) B(1) C(0)

Section 10: Scalability

- 1. A-(0) B(1) C(2) D(3) E(4)
- 2. A-(2) B(1) C(0)

Section 10 Scoring

Total Possible: 20

Dependency: Sections 12, 14 & 15

1. A-(0) B(1) C(2) D(3)
2. A-(3) B(2) C(1) D(0)
3. A-(2) B(1) C(0)
4. A-(2) B(1) C(0)
5. A-(2) B(1) C(0)
6. A-(2) B(1) C(0)

Section 11 Scoring

Total Possible: 20

Dependency: Sections 4, 8, 12, 16, 17 & 18

Section 11: Revenue

1. A-(2) B(1)
2. A-(2) B(1) C(0)
3. A-(2) B(1) C(0)
4. A-(3) B(1) C(2) D(0)
5. 1(0) 2(1) 3(2) 4(3) 5(4)
6. A-Yes(1) No(0)

B-Yes(1) No(0)

C-Yes(1) No(0)

D-Yes(1) No(0)

E-Yes(1) No(0)

F-Yes(1) No(0)

Section 12 Scoring

Total Possible: 37

Dependency: Sections 10, 14 & 15

Section 12: Sales

1. A(1) B(1) C(2) D(0)
2. A(1) B(0)
3. A(1) B(0)
4. A(1)

B(3)

C(3)

D(2)

E(1)

F(0)

1. A(2) B(1)
2. A(0) B(1) C(2)
3. A(2) B(1) C(2) D(0)
4. A(1) B(0) C(0)
5. A-Yes(1) No(0)

B-Yes(1) No(0)

C-Yes(1) No(0)

D-Yes(1) No(0)

E-Yes(1) No(0)

1. A(2) B(1)
2. A(2) B(1) C(0)
3. A(2) B(1)
4. A(3) B(2) C(1) D(0)
5. A-(2) B(1)

Section 13: Customer Identification

Section 13 Scoring

Total Possible: 23

Dependency: Sections 10, 12, 14 & 15

1. A(3) B(2) C(1) D(0)
2. A(3) B(3) C(1) D(2) E(0) F(0)
3. A(2) B(3) C(4) D(1)
4. A(2) B(1) C(0)
5. A(2) B(1) C(1)
6. A(2) B(1) C(1)
7. A(2) B(1) C(1)
8. 1(0)

2(1)

3(2)

4(3)

5(4)

1. A(1) B(0)

Section 14 Scoring

Total Possible: 24

Dependency: Sections 10, 12, 13 & 15

Section 14: Market Dynamics

1. 1(0)

2(1)

3(2)

4(3)

5(4)

1. A(1) B(0)

2. 1(0)

2(1)

3(2)

4(3)

5(4)

1. A(1) B(0) C(0)

2. A(1) B(0) C(0)

3. A(1) B(0) C(0)

4. A(1) B(2) C(0)

5. A(2) B(1) C(0)

6. A(0) B(0) C(1) D(2) E(0)

7. A(1) B(0) C(0)

8. A(2) B(1) C(2) D(0)

9. A(4) B(2) C(3) D(1) E(0)

Section 15 Scoring

Total Possible: 30

Dependency: Sections 10, 12, 13 &14

Section 15: Marketing

1. A(1) B(0) C(0)

2. A(1) B(0) C(0)

3. A(1) B(0) C(0)

4. A(1) B(0) C(0)

5. 1(0)

2(1)

3(2)

4(3)

5(4)

1. A(1) B(0) C(0) D(0)

2. A(1) B(0) C(0)

3. A(1) B(0)

4. A(3) B(2) C(1) D(0) E(0)

5. A(1) B(0)

6. No Score (*informational*)

7. A(2) B(1)

8. A(1) B(0)

9. A-Yes(1) No(0)

B-Yes(1) No(0)

C-Yes(1) No(0)

D-Yes(1) No(0)

E-Yes(1) No(0)

F-Yes(1) No(0)

G-Yes(1) No(0)

H-Yes(1) No(1)

1. A(1) B(0)
2. A(1) B(1) C(2)
3. A(2) B(0) C(1) D(0)

Section 16 Scoring

Total Possible: 29

Dependency: Sections 4, 8, 11, 12, 17 & 18

Section 16: Financial Management

1. A(1) B(0)
2. A(2) B(1)
3. A(2) B(1) C(0)
4. A(1) B(0)
5. A(0) B(1)
6. A(0) B(1)
7. A(0) B(1)
8. A(3)

B(3)

C(2)

D(1)

E(1)

F(0)

1. A(1) B(0)
2. A(1) B(0) C(0)
3. A(1) B(0) C(0)
4. A(1) B(0) C(0)
5. 1(0)

2(1)

3(2)

4(3)

5(4)

1. A(1) B(0) C(0)

2. A(1) B(0)
3. A(1) B(0)
4. A(3)

B(2)

C(1)

D(0)

1. A(2) B(0) C(1)
2. A(1) B(0)

Section 17 Scoring

Total Possible: 10

Dependency: Sections 4, 8, 11, 12, 16 & 18

Section 17: Pricing Models

1. A(1) B(0) C(0)
2. A(1) B(0) C(0)
3. A-Yes(1) No(0)

B-Yes(1) No(0)

C-Yes(1) No(0)

D-Yes(1) No(0)

E-Yes(1) No(0)

1. A(1) B(2) C(0) D(0)
2. A(1) B(0) C(0)

Section 18 Scoring

Total Possible: 5

Dependency: Sections 4, 8, 11, 12, 16 & 17

Section 18: Cost Analysis

1. A(0) B(1) C(0)
2. A(1) B(0) C(0)
3. A(1) B(0) C(0)

4. A(1) B(0) C(0)

5. A(1) B(0) C(0)

Section 19: Production *(for Manufacturing)*

Section 19 Scoring

Total Possible: 23

Dependency: Sections 8 & 9

1. A(1) B(0)

2. A(2) B(1) C(1)

3. A(1) B(0)

4. A(0) B(1)

5. A(1) B(0)

6. A(1) B(0)

7. A(1) B(0)

8. A(0) B(1)

9. 1(0)

2(1)

3(2)

4(3)

5(4)

1. A(1) B(0)

2. A(1) B(0)

3. A(0) B(1)

4. A(1) B(0)

5. A(1) B(0)

6. 1(0)

2(1)

3(2)

4(3)

5(4)

1. A(1) B(0)

Section 20 Scoring

Total Possible: 17

Dependency:

Section 20: Personal Assessment

1. A(0) B(1) C(0)
2. A(0) B(1)
3. A(1) B(0)
4. A(1) B(0)
5. A(1) B(0)
6. A(1) B(0)
7. A(1) B(0)
8. 1(0)

2(1)

3(2)

4(3)

5(4)

1. A(1) B(0)
2. A(1) B(0)
3. A(1) B(0)
4. A(3)

B(2)

C(1)

D(1)

E(0)

F(0)

Section 21 Scoring

Total Possible: 26

Dependency:

Section 21: General

1. A(1) B(0)
2. A-Yes(0) No(1)

B-Yes(0) No(1)

C-Yes(0) No(1)

D-Yes(0) No(1)

E-Yes(0) No(1)

F-Yes(0) No(0)

G-Yes(0) No(1)

1. A-Yes(0) No(1)

B-Yes(0) No(1)

C-Yes(0) No(1)

D-Yes(0) No(1)

E-Yes(0) No(1)

F-Yes(0) No(0)

G-Yes(0) No(1)

1. A(1) B(0) C(0)
2. A(1) B(0) C(0)
3. 1(0)

2(1)

3(2)

4(3)

5(4)

6(5)

7(6)

8(7)

9(8)

10(9)

1. A(0) B(1) C(0)

2. A(0) B(1) C(0)

Overall Scoring

Total Possible: 391

- Foundational Structure (Sections 2, 3, 5, 6 & 7) Total points = 70
- Financial Position (Sections 8, 11, 12, 16, 17 & 18) Total Points = 84
- Sales/Marketing (Sections 10, 12, 14 & 15) Total Points – 91
- Product/Service (Sections 8, 9 & 19) Total points = 60
- General (Sections 20 & 21) Total points = 43