How to Evaluate a Business Plan is an interactive technical note that analyses the most important factors, from the point of view of the investor, that should be taken into account when evaluating a business plan.

This interactive case is divided into two areas:

- An initial analysis of a business idea
- A comparison of the students analysis to that of the expert’s opinion
With the use of a printable business plan example, the student will be able to position themselves as a possible investor, with a view to evaluating the plan. The student must then work through a series of exercises and answer questions about the plan.
In the final section, the student compares the results of their answers to the expert’s opinion and in this way take into consideration those factors that they may have missed.