

**NEW HAMPSHIRE VOCATIONAL REHABILITATION (VR)**  
**BUSINESS DEVELOPMENT SYSTEM**  
**BUSINESS CONCEPT ASSESSMENT (FORM 2 OF 3)**

The purpose of this form is to assist VR Counselors in assessing a VR Customer's Self-Employment / Venture Development (SE/VD) status as a result of their completing Step 1 (*Self-Assessment*) and Step 2 (*Business Idea*) of the 5 Step or 10 Step exercises, and whether this status supports moving forward with the SE/VD business plan/proposal process.

VR Counselor Name \_\_\_\_\_ Office \_\_\_\_\_  
(Please print)

VR Customer Name \_\_\_\_\_ Date Submitted \_\_\_\_\_  
(Please print)

**VR COUNSELOR | FUNCTIONAL ASSESSMENT**

When submitting assessment to VR Regional Leader, please include the following documents **Enclosed**

- a) Tier 1: SE Proposal - Completed Customer Profile Assessment (Form 1 of 3) \_\_\_\_\_
- b) Tier 1 or Tier 2 Tracking Agreement partially completed for the following Steps \_\_\_\_\_
  - o Step 1, *Self-Assessment* Exercises (Reference Workbook or Online [exercises](#)) \_\_\_\_\_
  - o Step 2, *Business Idea* Exercises (Reference Workbook or Online [exercises](#)) \_\_\_\_\_

1. Self-Assessment Outcomes:

a. VR Customer Score: Step 1a: 10 Great Reasons to Be In Business for Yourself

- Score of 34-50: Shows high tolerance for demands of entrepreneurship
- Score of 21-35: Shows ambiguity for demands of entrepreneurship
- Score of 0-20: Shows low tolerance for demands of entrepreneurship

Comments/Observations: \_\_\_\_\_  
\_\_\_\_\_

b. VR Customer Score: Step 1b: 10 Great Reasons NOT to Be In Business for Yourself

- Score of 34-50: Shows high tolerance for demands of entrepreneurship
- Score of 21-35: Shows ambiguity for demands of entrepreneurship
- Score of 0-20: Shows low tolerance for demands of entrepreneurship

Comments/Observations: \_\_\_\_\_  
\_\_\_\_\_

c. VR Customer Score: Step 1c: Common Entrepreneurial Traits

- Score of 60-75: Shows high tolerance for demands of entrepreneurship
- Score of 26-59: Shows ambiguity for demands of entrepreneurship
- Score of 0-25: Shows low tolerance for demands of entrepreneurship

Comments/Observations: \_\_\_\_\_  
\_\_\_\_\_

d. VR Customer Score: Step 1d: 10 Common Mistakes That Lead to Business Failure

- Score of 45-66: Well prepared
- Score of 23-44: Be concerned
- Score of 0-22: Need to learn more

Comments/Observations: \_\_\_\_\_  
\_\_\_\_\_

e. VR Customer Score: Step 1e: Entrepreneurial Aptitude Index

- Score of 85-125: High match
- Score of 43- 84: Medium match
- Score of 0- 42: Low match

Comments/Observations: \_\_\_\_\_

f. VR Customer Score: Step 1f: Summary of Step 1

Total Score \_\_\_\_\_

- Score greater than 245: Strong entrepreneurial aptitude
- Score between 120-244: Potential with need to improve skills and/or hire talent
- Score below 109: More suited to employment

Comments/Observations: \_\_\_\_\_

2. Business Idea & Marketing Strategy Outcomes – Briefly summarize the VR Customer's responses to the following Step 2 / 3 questions.

|   |
|---|
| <b>Personal Preferences Inventory</b>   |
| What past hobbies, interests, work and other activities support SE objectives?                                |
| What personal preferences were listed to indicate a genuine desire to perform the nature of SE work proposed? |
| <b>Personal Skills Inventory</b>  |
| What skills, experience and knowledge will support the SE proposed venture?                                   |
| If additional skills are needed, what is the plan for developing or securing them?                            |
| <b>Business Idea Options</b>  |
| What business idea or ideas are being proposed?   |
| <b>Business Idea Profile</b>  |
| If different from above, what is the final product(s)/service(s) being proposed?                              |
| What reason(s) was provided to suggest that the business would be profitable?                                 |
| Were all of the questions presented in this section responded to? ____ Yes ____ No Comments:                  |
| <b>Market Analysis</b>  |
| Were all of the questions presented in this section responded to? ____ Yes ____ No Comments:                  |

|  |
|--|
| <b>Advertising and Marketing Strategy</b>                        |
| What responses were given to promote the business?               |
| What responses were given to advertise the business?             |
| <b>Summary</b>   |
| What reasons were given to suggest that the business would work? |

3. Preliminary SE/VD Funding Assessment (VR Maximum Contribution, Tier 1 - \$3,000.0 / Tier 2 - \$10,000):

In general terms,

- What is the VR Customer looking to apply funding toward? \_\_\_\_\_  
\_\_\_\_\_
- What is VR Customer's ability and willingness to take advantage of other public business assistance programs, such as SCORE, Small Business Development Centers, etc.? \_\_\_\_\_  
\_\_\_\_\_
- Is there a basis for investigating other potential sources of funding such as microenterprise grants, IDA (Individual Development Account), Veteran program benefits, etc.? \_\_\_Yes \_\_\_No \_\_\_N/A  
If yes, explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**VR REGIONAL LEADER REVIEW | RECOMMENDATIONS**

- Approves inviting the VR Customer to complete Steps 3 through 5 of the 5 Step Business Proposal process.
- Approves inviting the VR Customer to complete Steps 3 through 10 of the 10 Step Business Plan process.
- Recommends that the following activities be pursued and further reviewed prior to moving forward with SE/VD:  
\_\_\_\_\_  
\_\_\_\_\_

- Discourages moving ahead with SE/VD for this VR Customer because:  
\_\_\_\_\_  
\_\_\_\_\_

Additional Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

VR Regional Leader \_\_\_\_\_ Date Completed \_\_\_\_\_  
(Print Name)

Signature \_\_\_\_\_