

OPEN 4 BUSINESS

JUDGES SCORING CRITERIA

Business Name: _____

Total Points _____

(125 points possible)

Poor	Marginal	Fair	Good	Excellent
1	2	3	4	5

Business Concept (30 possible)

SCORE

- Is the business description clear?
- Is it clear who the customer is?
- Knowledge of the industry, market?
- Is there a valid market opportunity?
- Ability to execute the business plan?
- Likelihood of viability in five years

Comments:

Budget/Financial Information (20 possible)

- Has the business stated how they would use the grant funds?
- Has the business clearly identified their 25% cash match?
- Will the proposed improvements provide additional revenue?
- Does the business appear to have a strong financial position?

Comments:

Community Impact (20 possible)

- How will the business enhance the local Main Street district?
- Does the business create/retain jobs?
- New customers/community visitors – feet on the street?
- Is the business involved in the local district/community?

Comments:

Competitive Advantage/Experience (20 possible)

- Does the owner have the necessary experience? _____
- Has the business established a competitive advantage? _____
- Demonstrated ability to develop/expand this business? _____
- Does the business appear to be sustainable in 5 years? _____

Comments:

Marketing/Promotion (10 possible)

- Does the business have a marketing plan? _____
- Is the marketing plan realistic & targeted to the right market? _____
- Is the budget adequate for marketing? _____

Comments:

Video (25 possible)

- Did the business clearly identify their business concept? _____
- Did the business clearly identify how they would use the funds? _____
- Did the business discuss their budget/financial information? _____
- Does the business understand their competitive advantage? _____
- Did the business address marketing/promotion? _____

Comments:

Judges Signature _____

Date _____