Business Name: ________________________________        Total Points ______________

(130 points possible)

Poor = 1        Marginal= 2        Fair= 3        Good= 4        Excellent=5

Business Concept  (30 possible)

• 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 (15 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________________________

Revised 1/2020