

# OPEN 4 BUSINESS

# JUDGES SCORING CRITERIA

Poor = 1

Marginal= 2

Fair= 3

Good= 4

Excellent=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

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## 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?

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## 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?

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## 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?

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## 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?

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## 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?

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**TOTAL POINTS POSSIBLE:**

**130**