

OPEN 4 BUSINESS

JUDGES SCORING CRITERIA

Business Name: _____

Total Points _____

(200 possible – 100 application + 100 video)

Poor	Marginal	Fair	Good	Excellent		
1	2	3	4	5		
Business Concept (30 possible)					APPLICATION	VIDEO
<ul style="list-style-type: none"> 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)

<ul style="list-style-type: none"> 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? Will this investment be used to assist with future business growth? 	_____	_____
	_____	_____
	_____	_____
	_____	_____

Comments:

Community Impact (20 possible)

<ul style="list-style-type: none"> 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 (15 possible)

- Is it clear who the competition is?
- Has the business established a competitive advantage?
- Demonstrated ability to develop/expand this business?

_____	_____
_____	_____
_____	_____

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:

Judges Signature _____

Date _____