**2023 Thornton Start Up Grant**

**Business Plan Criteria & Score Sheet**

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Staff Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Review: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Plans will be evaluated based on three major criteria:

1. Operations
2. Marketing
3. Finance

It is the purpose of the committee to ensure that these three major business elements are in place and have been addressed adequately in the planning process. A score of 10+ is acceptable for passing this requirement.

**Section 1**

Does the Business Plan adequately provide proof for the successful **operation** of the business?

Company Overview Yes No

Management Team Yes No

Mission Statement Yes No

Location & Facilities Yes No

Score (1-4) \_\_\_\_\_

**Section 2**

Does the Business Plan adequately provide proof for the successful **marketing** of the business?

Product or Service Yes No

Competitive Analysis Yes No

Market Research Yes No

Industry Analysis Yes No

Pricing Yes No

Promotion Yes No

Score (1-6) \_\_\_\_\_

**Section 3**

Does the Business Plan adequately provide proof for the successful **financial** sustainability and start-up of the business?

Start Up Costs Yes No

Cash Flow Yes No

Income Statement Yes No

Balance Sheet Yes No

Capital Requirement Yes No

Score (1-5) \_\_\_\_\_

**Overall Score \_\_\_\_\_**