

# 2024 STAR Grant

## Business Plan Criteria & Score Sheet

Business name: \_\_\_\_\_

Staff contact: \_\_\_\_\_

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

Date of review: \_\_\_\_\_

Business plans will be evaluated based on three major criteria: Operations, Marketing, and 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** \_\_\_\_\_