

**STAR Grant
Business Plan Score Sheet**

Business name: _____

Reviewer: _____ Date of review: _____

Business plans will be evaluated based on four major criteria: Operations, Marketing, Finance, and Statement of Merit. Score must meet a **minimum of 64 points (80%)** to receive grant. It is the purpose of the reviewer to ensure that these four major business elements are in place and have been addressed adequately in the planning process.

Section 1 – 20 pts

Does the business plan adequately provide proof for the successful **operation** of the business? (1-5 pts each)

| | |
|-----------------------------|-----------|
| Company overview | _____ pts |
| Management team | _____ pts |
| Mission & Vision Statements | _____ pts |
| Location & facilities | _____ pts |

Section Score _____ pts

Section 2 – 30 pts

Does the business plan adequately provide proof for the successful **marketing** of the business? (1-5 pts each)

| | |
|----------------------|-----------|
| Product or service | _____ pts |
| Competitive analysis | _____ pts |
| Market research | _____ pts |
| Industry analysis | _____ pts |
| Pricing | _____ pts |
| Promotion | _____ pts |

Section Score _____ pts

Section 3 – 20 pts

Does the business plan adequately provide proof for the *projected* successful **financial** sustainability and start-up of the business? (1-5 pts each)

| | |
|---------------------|-----------|
| Start-up costs | _____ pts |
| Cash flow | _____ pts |
| Break-even analysis | _____ pts |
| Capital requirement | _____ pts |

Section Score _____ pts

Section 4 – 10 pts

Does the business plan adequately provide a strong **statement of merit**? (1-10 pts)

Section Score _____ pts

Plan TOTAL Score: _____/80

Business counseling session needed? YES NO

Comments: _____
