

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: _____