

STAR Grant
Strategic Plan Score Sheet

Business name: _____

Reviewer: _____

Date of review: _____

Strategic plans will be evaluated based on four major criteria: Operations, SWOT, Finance, and Statement of Merit. Score must meet a **minimum of 56 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.

Section 1 – 20 pts

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

Company overview

_____ pts

Management team

_____ pts

Mission Statement

_____ pts

Location & facilities

_____ pts

Section Score _____ pts

Section 2 – 20 pts

Does the strategic plan adequately provide a strong **SWOT analysis** of the business? (1-5 pts each)

Strengths

_____ pts

Weaknesses

_____ pts

Opportunities

_____ pts

Threats

_____ pts

Section Score _____ pts

Section 3 – 20 pts

Does the strategic plan adequately provide proof for successful **financial** sustainability of the business *as it is currently operating*? (1-5 pts each)

Sales forecast for Thornton location

_____ pts

P&L statements

_____ pts

Balance sheet

_____ pts

Capital/startup budget

_____ pts

Section Score _____ pts

Section 4 – 10 pts

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

Section Score _____ pts

Plan TOTAL Score: _____ /70

Business counseling session needed? YES NO

Comments: _____