

**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: _____
