



# Points Criteria



FORM

MC-BD-FO-1119v00

**Committee Member:**

**Year:**

**Business Name:**

## 1. Executive Summary

**Score: (10 points)**

**Criteria:**

- Abstract – Introduction, material and methods, results
- Problem Solution – Situation, problem, solution, evaluation
- Clear, concise and coherent

**Comments:**

## 2. Company Overview

**Score: (5 points)**

**Criteria:**

- Nature of business
- Business legal status
- Products or services offered
- Marketplace which is aimed to fulfill
- Target customers
- Future outlook

**Comments:**

## 3. Products or Services

**Score: (10 points)**

**Criteria:**

- The solution is relevant for the customer
- The solution has a value added
- Potential to profit

**Comments:**

## 4. Competitor Analysis

**Score: (10 points)**

**Criteria:**

- Identify direct and indirect competitors
- Comparison in between competitors
- Competitive position

**Comments:**

## 5. Sales and Marketing Plan

**Score: (10 points)**

**Criteria:**

- Define target market (demographics, demand, purchase motivation)
- Pricing strategy
- Establish a budget
- Designate measurement criteria and objectives
- Define marketing strategy

**Comments:**

<b>6. Path to Market</b>		<b>Score: (5 points)</b>	
<b>Criteria:</b> <ul style="list-style-type: none"> <li>Evaluate distribution landscape</li> <li>Identify the strongest distribution channels</li> <li>Analyze potential partnerships</li> </ul>	<b>Comments:</b>		
<b>7. Management</b>		<b>Score: (10 points)</b>	
<b>Criteria</b> <ul style="list-style-type: none"> <li>Demonstrated management experience</li> <li>Past business success</li> <li>Demonstrated experience in the field</li> <li>Educational/professional certification, etc.</li> </ul>	<b>Comments:</b>		
<b>8. Financial Highlights</b>		<b>Score: (10 points)</b>	
<b>Criteria</b> <ul style="list-style-type: none"> <li>Amount and justification of grant requested</li> <li>Accurate and complete historical financials statements</li> <li>Previous income statements and balance sheet (annual basis)</li> <li>Explain any abnormalities in your historical financial statements (if needed)</li> </ul>	<b>Comments:</b>		
<b>9. Risk Factors</b>		<b>Score: (5 points)</b>	
<b>Criteria</b> <ul style="list-style-type: none"> <li>Identify problems that might occur on the development or growth process</li> <li>Clarify industry, company or employee risks</li> <li>Exit strategy</li> </ul>	<b>Comments:</b>		
<b>10. Job Creation</b>		<b>Score: (5 points)</b>	
<b>Criteria</b> <ul style="list-style-type: none"> <li>Number of jobs to be created</li> <li>Wage level – amount of salaries, benefits, etc</li> <li>Skill level for new position and any special education requirements</li> </ul>	<b>Comments:</b>		
<b>11. Viability</b>		<b>Score: (10 points)</b>	
<b>Criteria</b> <ul style="list-style-type: none"> <li>Upstart funds</li> <li>Timing</li> <li>Continuing cash flow</li> <li>Market size</li> <li>Competitive landscape</li> </ul>	<b>Comments:</b>		

<b>12. Competitive Advantage</b>		<b>Score: (10 points)</b>	
<b>Criteria</b> <ul style="list-style-type: none"><li>• Product or service provides a value added</li><li>• Trade secret or patent</li><li>• Uniqueness of idea</li></ul>	<b>Comments:</b>		

<b>Comments</b>	<b>Total Score: (100 Points)</b>	