

**Business Plan Judging Criteria**

<b>SCORE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Completeness (20%)</b>	Does not cover 2 or more of these topics: ___ human resource needs, ___ risks & abatement considerations, ___ knowledge of customer, value proposition & customer experience, ___ market opportunity, ___ market position/competition, ___ marketing & selling plan ___ industry knowledge.	Does not cover at least one of: ___ human resource needs, ___ risks & abatement considerations, ___ knowledge of customer, value proposition & customer experience, ___ market opportunity, ___ market position/competition, ___ marketing & selling plan ___ industry knowledge.	COVERS BUT IS NOT CONVINCING: ___ human resource needs, ___ risks & abatement considerations, ___ knowledge of customer, value proposition & customer experience, ___ market opportunity, ___ market position/competition, ___ marketing & selling plan ___ industry knowledge.	ADEQUATELY COVERS all of: ___ human resource needs, ___ risks & abatement considerations, ___ knowledge of customer, value proposition & customer experience, ___ market opportunity, ___ market position/competition, ___ marketing & selling plan ___ industry knowledge.
<b>Community Benefit (25%)</b>	The project DOES NOT demonstrate ability to benefit the community through: tax base, job creation, tourism or influencer/inspiration for community benefit.	The project MIGHT benefit the community through: tax base, job creation, tourism or influencer/inspiration for community benefit.	The project APPEARS TO ADDRESS benefit the community through: tax base, job creation, tourism or influencer/inspiration for community benefit.	The project IS WELL POSITIONED to clearly benefit the community through one or more of the following: tax base, job creation, tourism or influencer/inspiration for community benefit.
<b>Probability of Success (40%)</b>	Business proposal is NOT convincing re: ability to succeed.	Business proposal is SOMEWHAT credible re: ability to succeed.	Business proposal is credible, but LACKS SUPPORTING DETAIL.	Business proposal is CREDIBLE AND CONVINCING.
<b>Financials (15%)</b>	A minimum criteria of break even analysis has been provided or an overview of what the financials should look like, without adequate supporting information or detail.	The plan includes partial financials and use of grant funds.	The plan includes credible projected financials, and of grant funds.	The plan includes projected financials, use of grant funds and supports key assumptions and features of the financial model.

<b>Pitch Competition Judging Criteria</b>				
<b>SCORE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Understanding the Customer (20%)</b>	Demonstrates an insufficient understanding of their customer. There is little evidence of research or inquiry conducted to understand the key customers.	Demonstrates a superficial understanding of customers and has done minimal research on engaging customers.	Demonstrates a general understanding of the customer and has conducted some research to identify customer engagement strategies.	Demonstrates a clear understanding of their customer, market and sales goals. Has completed substantial customer discovery.
<b>Community Benefit (30%)</b>	The project DOES NOT demonstrate ability to benefit the community through: tax base, job creation, tourism or influencer/inspiration for community benefit.	The project MIGHT benefit the community through: tax base, job creation, tourism or influencer/inspiration for community benefit.	The project APPEARS TO ADDRESS benefit the community through: tax base, job creation, tourism or influencer/inspiration for community benefit.	The project IS WELL POSITIONED to clearly benefit the community through one or more of the following: tax base, job creation, tourism or influencer/inspiration for community benefit.
<b>Project Quality (30%)</b>	Solution misses the mark. The operational, sales strategy or business plan is inadequate.	Solution, sales strategy and implementation plan is discussed, but NOT CLEARLY CONVINCING.	Solution, business plan is convincing but LACKS SUPPORTING DETAILS.	Solution provides a comprehensive, supporting business plan, demonstrating a CLEAR UNDERSTANDING of considerations for business success.
<b>Presentation/ Presentor (20%)</b>	Entrepreneur was unorganized and/or didn't show a good grasp of the opportunity.	Presentation was somewhat organized. Entrepreneur demonstrated some level of confidence in their business plan	Presentation was organized. Entrepreneur demonstrated good level of confidence in their business plan	Presentation was very organized. Entrepreneur demonstrated high level of confidence in their business plan