



JUDGES SCORING CRITERIA

Business Name: _____ Total Points _____

(100 possible)

Poor	Marginal	Fair	Good	Excellent
1	2	3	4	5

Business Concept (30 possible)

- Is the business description clear? _____
- Is it clear who the customer is? _____
- Knowledge of the industry, market? _____
- Is there a valid market opportunity? _____
- Ability to execute the business plan? _____
- Likelihood of viability in five years _____

Competitive Advantage (20 possible)

- Is it clear who the competition is? _____
- Has the company established a clear advantage? _____
- How will they deal with competition? _____
- Demonstrated ability to develop/expand this business? _____

Marketing/Sales (15 possible)

- Does the company have a marketing plan? _____
- Is the marketing plan realistic & targeted to the right market? _____
- Are there funds for marketing? _____

Contest Plans (15 possible)

- Has the company stated how they would use the funds? _____
- Will the funds address key business needs? _____
- Will the funds be used to assist with growth? _____

Community Impact (20 possible)

- How will the business enhance the community? _____
- Does the business create jobs? _____
- New customers/community visitors _____
- Community involvement _____

Judges Name _____

Date _____