



“Jump-Start Downtown” Business Competition

Business Plan Evaluation Form

Business Name: _____

Applicant’s Name: _____

| Evaluation Criteria | Points Possible | Points Awarded |
|--|------------------------------|-----------------------|
| DISQUALIFICATION CRITERIA: <ul style="list-style-type: none"> • Plan is more than 30 pages • Plan was not submitted with an application • Proposed business location is outside downtown boundaries • Business was already located downtown prior to entry in competition • Business will not open until after May 2016 | PLAN DISQUALIFIED | |
| Executive Summary – clear & concise, one page max | 0-10 | |
| Business Description <ul style="list-style-type: none"> • Describes business idea completely and accurately • Lists potential downtown location that realistically fits the business’s needs • Lists appropriate and sufficient business hours • Business complements existing mix of businesses downtown | 0-10 | |
| Timeline – presents a feasible timeline for start-up | 0-5 | |
| Competition/Market Analysis – demonstrates a clear knowledge of market trends and existing competition | 0-10 | |
| Marketing Plan <ul style="list-style-type: none"> • Targets a market large enough to support the business • Understands the need to rely on more than foot traffic to make sales • Has an advertising plan with realistic objectives and costs • Has an effective promotional strategy to create location awareness • Utilization of appropriate DECI marketing programs | 0-10 | |
| Management Plan <ul style="list-style-type: none"> • Outlines managerial roles and responsibilities • Lists credible resources for legal, accounting, and other business services which applicant does not have expertise in • Assets, experience, or expertise that the owners have that will benefit DECI through volunteerism • Résumé(s) of owner(s) – demonstrates sufficient knowledge and experience to run the proposed business, includes references | 0-10 | |
| Financial Plan <ul style="list-style-type: none"> • Explains what the Jump-Start Downtown prize money will be used for • Includes pro-forma income projections for the next three years • Shows break-even point • Accurately assesses all expenses (e.g., equipment and inventory purchases, sign costs, marketing budget, building investments, rent, utilities) • Shows division of revenue (e.g., reinvestment in business, employees’ salaries and benefits, owner’s salary) • Will have the financial resources needed for start-up and operation | 0-10 | |
| Viability <ul style="list-style-type: none"> • Likelihood of success in downtown area • Business will benefit the downtown area • Business will draw community to the downtown area | 0-30 | |
| DECI Membership <ul style="list-style-type: none"> • Business is a DECI member at the time of application | 0-5 | |
| TOTAL POINTS | 100 | |