



BUSINESS APPLICANT _____

JUDGE _____

EVALUATION FORM

MINIMUM CRITERIA FOR ELIGIBILITY

- Business Plan has been email to: hello@downtowneauclaire.org
- Proposed business location is within the downtown boundaries.
- Business has/will open in 2024 or 2025.
- Business has not applied for/recieved Jump-Start Downtown Grant previously.

EVALUATION CRITERIA	Possible Points	Ppints Awarded
Executive Summary: Clear & concise, one page max.	0-15	
Executive Summary <ul style="list-style-type: none"> • Describes business idea completely and accurately. • Has identified potential downtown location that realistically fits the business's needs and has proof of space availability from owner. • Lists appropriate and sufficient business offerings (hours, products, access). 	0-10	
Competition/Market Analysis <ul style="list-style-type: none"> • Demonstrates 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 awareness. 	0-10	
Management Plan <ul style="list-style-type: none"> • Outlines managerial roles and responsibilities. • Lists credible resources for legal, accounting, and other businesses services. • Resume(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"> • Will have the financial resources needed for start-up and operations. • Includes pro-forma cash flow and/or income statement projections for the first three years. • Adequately describes assumptions in narrative. • Shows sales by product type; addresses seasonality, if applicable. • Includes pro-forma balance sheet projections for the first three years. • Accurately assesses all expenses (e.g., equipment and inventory purchases, signs, marketing, building investments, rent, utilities). • Explains what the Jump-Start prize money will be used for. 	0-15	
Viability <ul style="list-style-type: none"> • Likelihood of success in Downtown area. • Business should benefit the Downtown area. • Business will draw people to the Downtown area. 	0-15	
Presentation (if selected to move to this phase of competition) <ul style="list-style-type: none"> • Demonstrates knowledge of business plan • Expresses desire to play an active role in Downtown community • Adequately answers questions from the judges 	0-15	
Total Points	100	