

BE Lisbon 2018 - JUDGES SCORING CRITERIA

Business Name: _____ Total Points _____
(135 points possible)

| Poor 1 | Marginal 2 | Fair 3 | Good 4 | Excellent 5 |
|-----------|---------------|-----------|-----------|----------------|
|-----------|---------------|-----------|-----------|----------------|

Business Concept (25 possible)

SCORE

- 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?

Comments:

Budget/Financial Information (20 possible)

- Has the business stated how they would use the grant funds?
- Has the business clearly identified their 25% cash match?
- Will the proposed improvements provide additional revenue?
- Does the business appear to have a strong financial position?

Comments:

Community Impact (20 possible)

- How will the business enhance Lisbon?
- Does the business create/retain jobs?
- New customers/community visitors – feet on the street?
- Is the business involved in the local district/community?

Comments:

Competitive Advantage/Experience (20 possible)

- Does the owner have the necessary experience? _____
- Has the business established a competitive advantage? _____
- Demonstrated ability to develop/expand this business? _____
- Does the business appear to be sustainable in 5 years? _____

Comments:

Marketing/Promotion (15 possible)

- Does the business have a marketing plan? _____
- Is the marketing plan realistic & targeted to the right market? _____
- Is the budget adequate for marketing? _____

Comments:

Video/Presentation (35 possible)

- Did the business clearly identify their business concept? _____
- Did the business clearly identify how they would use the funds? _____
- Did the business discuss their budget/financial information? _____
- Does the business understand their competitive advantage? _____
- Did the business address marketing/promotion? _____
- Did the business use creativity in showing their business? _____
- Does the business highlight what it means to BE Lisbon? _____

Comments:

Judges Signature _____ Date _____

Revised 1/2018