

# BE Lisbon 2020 - JUDGES SCORING CRITERIA

Business Name: \_\_\_\_\_ Total Points \_\_\_\_\_

Poor 1	Marginal 2	Fair 3	Good 4	Excellent 5
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## Business Concept (20 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 (15 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?

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Comments:

## Community Impact (10 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 (10 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 (10 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 (25 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 10/2020