



## Business Enhancement (BE) Lisbon Competition 2023

**Open to ALL businesses inside Lisbon city limits**

### JUDGE'S SCORING CRITERIA

*All candidates judged on a five-point scale (with one being the lowest and five being the highest). The total points are made up of the sum of all points gathered in the five categories below. Judge's scores are final. There is no appeals process.*

#### Business Name:

#### Total Points:

#### 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 funds? Clearly identified the 25% match?
- Will the proposed project provide additional revenue?
- Does the business appear to have a strong financial position?

#### Comments:

#### Score

#### Community Impact (15 possible)

- Is it clear how the business enhances Lisbon's Business environment?

- Will the project create/retain jobs? Bring in new customers/visitors?
- Will the project further the business's involvement in the community?

**Comments:**

### **Competitive Advantage/Experience (15 possible)**

- Does the owner have the necessary experience to take on this project?
- Has the business established a competitive advantage?
- Has the business demonstrated an ability to develop/expand the business for the purposes of the specified project?

**Comments:**

### **Marketing/Promotion (10 possible)**

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

**Comments:**

### **Presentation (25 possible)**

- Did the applicant appear prepared?
- Did the applicant show a clear understanding of the project and/or product?
- Did the applicant show a belief in the project and/or product?
- Did the applicant have a clear, defined understanding of the project and/or product?
- Are you as the judge confident that the candidate can succeed in following through with the proposed project and/or product?

**Comments:**

### **For more information contact:**

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