



Category	Possible Points	Judging Criteria	
Market Viability and Competitive Strategy	30	Does the plan: <ul style="list-style-type: none"> Identify the company's product(s) or service(s). Are the product or service's benefits and key customers identified? Describe the enterprise's competition? Who is their competition and what is the firm's competitive advantage? Outline the company's marketing and sales goals? Describe how the business will sustain their market position? 	10 points 10 points 5 points 5 points
Financial Projections and Viability	30	Does the plan: <ul style="list-style-type: none"> Provide realistic financial projections and detailed written assumptions, including funding? Include the 4 required financial statements showing when the firm becomes profitable and financially sustainable: <ul style="list-style-type: none"> Balance Sheet Cash Flow Profit & Loss – 3 year Start-Up Capital Requirements 	10 points 20 points: 5 points each
Management Team	20	Does the plan: <ul style="list-style-type: none"> Describe the relevant experience of the management team required to operate their venture? Are contingencies adequately identified and addressed? Clearly identify the mentors or resources the management team will access to provide expertise? Does the team demonstrate a comprehensive understanding of the venture? 	20 points
Likelihood of Success and Impact for San Juan County	20	Does the plan: <ul style="list-style-type: none"> Articulate the business so that it's clear and makes sense? Demonstrate that the business is scalable, realistic and ready to start and/or sustain operations Show the potential to grow and produce substantial community and economic impacts? 	5 points 10 points 5 points
TOTAL		100	