

Start Small Campbell Grant Application Scoring Guide

Business Name: _____

CATEGORY	CRITERIA	SCORE
Clarity of Vision and Plan	All sections of business plan are complete and detailed	
	Specifics are relevant, evidence-based and consistent across different sections of business plan	
	Goals and expectations are well-defined, research or evidence-based, and achievable. Plan explains method or benchmarks for reaching goals.	
Key Staff Qualifications	Key staff's background information indicates qualifications through experience, education, professional development, and/or credentials	
	Reasonable division of labor for key staff (Achievable work load)	
Business Structure and Organization	Business description provides relevant details (location, hours, target customers, etc)	
	States practical plan for accounting and record keeping	
	Strong competitive advantages identified with supporting information	
Market Analysis	Accurate identification of most relevant competitors	
	Quality analysis of competitors' strengths/weaknesses	
	Customer targets are well-defined and make sense	
	Industry analysis is sound—shows knowledge of industry and trends	
Sales and Marketing Strategy	Understandable description of sales processing	
	Marketing strategy maximizes budget considerations	
	Customer retention efforts are planned	
Financial Stability	Demonstrates understanding of basic financial principles	
	Costs and projected sales appear reasonable	
	Plans for growth included	
	Reasonable assets and resources are available to conduct business	
	Evidence is provided for projections	

TOTAL SCORE ==> /80

Application must score at least 60/80 to be eligible for grant.

+4 = Excellent +3 = Good +2 = Fair +1 = Poor