



Points Criteria

The **McAllen**
BUSINESS.plan
Competition

FORM

MC-BD-FO-1119v00

Committee Member:

Year:

Business Name:

1. Executive Summary

Score: (10 points)

Criteria:

- Abstract – Introduction, material and methods, results
- Problem Solution – Situation, problem, solution, evaluation
- Clear, concise and coherent

Comments:

2. Company Overview

Score: (5 points)

Criteria:

- Nature of business
- Business legal status
- Products or services offered
- Marketplace which is aimed to fulfill
- Target customers
- Future outlook

Comments:

3. Products or Services

Score: (10 points)

Criteria:

- The solution is relevant for the customer
- The solution has a value added
- Potential to profit

Comments:

4. Competitor Analysis

Score: (10 points)

Criteria:

- Identify direct and indirect competitors
- Comparison in between competitors
- Competitive position

Comments:

5. Sales and Marketing Plan

Score: (10 points)

Criteria:

- Define target market (demographics, demand, purchase motivation)
- Pricing strategy
- Stablish a budget
- Designate measurement criteria and objectives
- Define marketing strategy

Comments:

6. Path to Market		Score: (5 points)	
Criteria: <ul style="list-style-type: none"> • Evaluate distribution landscape • Identify the strongest distribution channels • Analyze potential partnerships 	Comments:		
7. Management		Score: (10 points)	
Criteria <ul style="list-style-type: none"> • Demonstrated management experience • Past business success • Demonstrated experience in the field • Educational/professional certification, etc. 	Comments:		
8. Financial Highlights		Score: (10 points)	
Criteria <ul style="list-style-type: none"> • Amount and justification of grant requested • Accurate and complete historical financials statements • Previous income statements and balance sheet (annual basis) • Explain any abnormalities in your historical financial statements (if needed) 	Comments:		
9. Risk Factors		Score: (5 points)	
Criteria <ul style="list-style-type: none"> • Identify problems that might occur on the development or growth process • Clarify industry, company or employee risks • Exit strategy 	Comments:		
10. Job Creation		Score: (5 points)	
Criteria <ul style="list-style-type: none"> • Number of jobs to be created • Wage level – amount of salaries, benefits, etc • Skill level for new position and any special education requirements 	Comments:		
11. Viability		Score: (10 points)	
Criteria <ul style="list-style-type: none"> • Upstart funds • Timing • Continuing cash flow • Market size • Competitive landscape 	Comments:		

12. Competitive Advantage		Score: (10 points)	
Criteria <ul style="list-style-type: none">• Product or service provides a value added• Trade secret or patent• Uniqueness of idea	Comments:		

Comments	Total Score: (100 Points)	