



# 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
- Establish a budget
- Designate measurement criteria and objectives
- Define marketing strategy

**Comments:**

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

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

|                 |                                  |  |
|-----------------|----------------------------------|--|
| <b>Comments</b> | <b>Total Score: (100 Points)</b> |  |
|                 |                                  |  |