



Startup Moorhead

Evaluation Criteria

Business Name:		Points	Notes
Executive Summary	<ul style="list-style-type: none"> ▪ Explains the business concept and idea ▪ Highlights the key areas of business plan 	/5	
Business Description	<ul style="list-style-type: none"> ▪ Describes how the company is different or innovative from what already exists in Moorhead ▪ Company mission statement and vision ▪ Describes business goals and objectives ▪ Proposed business structure 	/10	
Timeline	<ul style="list-style-type: none"> ▪ Presents a feasible timeline for startup 	/10	
Market Analysis	<ul style="list-style-type: none"> ▪ Convinces reader that the business concept is sound and has a reasonable chance of success ▪ Expresses a clear understanding of target audience, market trends for service/product, and existing competition ▪ Identifies sufficient, sustainable customer base 	/15	
Marketing Plan	<ul style="list-style-type: none"> ▪ Advertising plan is realistic with its objectives and costs ▪ Is aware of the need to rely on more than foot traffic to gain sales ▪ Creates a promotional strategy for location awareness 	/15	
Management Plan	<ul style="list-style-type: none"> ▪ Clearly outlines the roles and responsibilities of both management and employees ▪ Presents reliable resources for legal, accounting and other business services 	/15	
Financial Plan	<ul style="list-style-type: none"> ▪ Describes in details what the Startup Moorhead prize money will be used for ▪ Accurately assesses expenses and shows the division of revenue ▪ Explains what financial resources are in place for start-up and operation of the business ▪ Includes 3 years of financial projections 	/20	
Resume of Owner	<ul style="list-style-type: none"> ▪ Demonstrates sufficient training, experience, and/or knowledge 	/5	
Workshop Attendance	<ul style="list-style-type: none"> ▪ Certificate of engagement provided by the SBDC after one-on-one coaching or attendance of one or more training sessions 	/5	
Total Points		/100	