

## 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	/4
	Specifics are relevant, evidence-based and consistent across different sections of business plan	/4
	and achievable. Plan explains method or benchmarks for reaching goals.	/4
Key Staff Qualifications	Key staff's background information indicates qualifications through experience, education, professional development, and/or credentials	/4
	Reasonable division of labor for key staff (Achievable work load)	/4
Business Structure and Organization	Business description provides relevant details (location, hours, target customers, etc)	/4
	States practical plan for accounting and record keeping	/4
	Strong competitive advantages identified with supporting information	/4
Market Analysis	Accurate identification of most relevant competitors	/4
	Quality analysis of competitors' strengths/weaknesses	/4
	Customer targets are well-defined and make sense	/4
	Industry analysis is sound—shows knowledge of industry and trends	/4
Sales and Marketing Strategy	Understandable description of sales processing	/4
	Marketing strategy maximizes budget considerations	/4
	Customer retention efforts are planned	/4
Financial Stability	Demonstrates understanding of basic financial principles	/8
	Costs and projected sales appear reasonable	/8
	Plans for growth included	/8
	Reasonable assets and resources are available to conduct business	/8
	Evidence is provided for projections	/8

**TOTAL SCORE ==>** /100

Application must score at least 70/100 to be considered for grant.