

APPLICANT NAME:

**This evaluation sheet is for your reference only. It should not be returned with your Startup or Grow MHC application. Your application will be reviewed using these criteria along with your application responses.**

**I. Understanding of program requirements**

	0 POINTS					10 Points	Total
Box marked that applicant understands program requirements	No, box is not marked					Yes, box is marked	

**II. Eligible Business Categories**

	0 POINTS	2 POINTS	4 POINTS	6 POINTS	8 POINTS	10 POINTS	TOTAL
The proposed business fits within the established eligible business categories	Not at all	No, but there some aspects that might	Yes, but there are some aspects that don' t.	Yes, but unclear if all aspects do.	Yes, fit s well within one of the established categories	Yes, fits within more than one of the established categories	

COMMENTS:

**III. Product, Service, or Business Description**

	0 POINTS	2 POINTS	4 POINTS	6 POINTS	8 POINTS	10 POINTS	TOTAL
BUSINESS IDEA- should be clear, concise and easy to understand.	Weak description of business idea.	Business idea is described, appears somewhat plausible.	Business ide a clearly defined, but limited potential for success.	Clearly defined idea, with potential for success.	Clearly defined idea, with strong potential for success.	Clearly defined idea, successful or on its way to success.	

	0 POINTS	2 POINTS	4 POINTS	6 POINTS	8 POINTS	10 POINTS	TOTAL
COMPETITIVE ADVANTAGE - Business should be clearly differentiated from others on the market. Long -term advantage a plus.	No competitive advantage, no differentiation.	Weak competitive advantage, weak differentiation.	Average competitive advantage, average differentiation.	Good competitive advantage and differentiation, some long-term advantage.	Strong competitive advantage and differentiation, average long-term advantage.	Strong competitive advantage, differentiation, and long-term advantage.	

COMMENTS:

**IV. Business fit within local and regional strategies and initiatives**

	0 POINTS	5 POINTS	10 POINTS	15 POINTS	17 POINTS	20 POINTS	TOTAL
Business concept fits within the larger thematic opportunities in Uptown Martinsville. Business concept fits within a locality' s vision or market niche.	None	Weak tie to local or regional trends.	Moderate tie to local or regional trends.	Good tie to local or regional trends.	Strong tie to local or regional trend s.	Superior tie to local or regional trends.	

**V. Reason for participation - business**

	0 POINTS	5 POINTS	10 POINTS	15 POINTS	17 POINTS	20 POINTS	TOTAL
Participation will lead to establishing a strong, well planned business in the designated region. Award money will give the beginning boost they need to launch their business. Business owner is seeking assistance to expand their business skills, mentoring program, networking opportunities, shows enthusiasm	No clear reason given that participation will assist their business or assist them as a business owner. Not enthusiastic.	Vague reasons given how participation may assist their business or them as a business owner. A little enthusiastic.	Some reasons given that participation may assist their business or them as a business owner. Somewhat enthusiastic.	Clear reasons given that participation will likely assist their business and them as a business owner. Enthusiastic.	Clearly articulated reasons that participation will likely lead to a successful business launch and definitely prepare them, as an owner for starting a business. Very enthusiastic.	Clearly articulated reasons that participation will lead to a successful business launch and will prepare them as an owner to definitely launch their business. Extremely enthusiastic.	
COMMENTS:							

**VI. OVERALL IMPRESSION**

	0 POINTS	2 POINTS	4 POINTS	6 POINTS	8 POINTS	10 POINTS	TOTAL
Business Concept - Feasibility of the plan to be successful	Little or no potential.	Unconvincing in its potential.	Some potential.	Average potential.	Strong potential.	Outstanding potential	
	0 POINTS	2 POINTS	4 POINTS	6 POINTS	8 POINTS	10 POINTS	TOTAL
Impact - Jobs, wealth creation, increased tax base, etc.	Little or no impact.	Unconvincing in its impact.	Some possible impact.	Average business impact.	Strong positive impact on the region.	Outstanding positive impact on the region.	
COMMENTS:							

TOTAL: 0

Would you recommend this applicant for participation in the program?    ---    Yes    ---    No

Summary Comments