

Judges Evaluation Form



Business Name: _____

Applicant's Name: _____

Evaluation Criteria	Category Total	Total Points
Executive Summary – clear & concise, one page max	0-5	
Business Description <ul style="list-style-type: none"> • Describes business idea completely and accurately • Lists potential downtown location that realistically fits the business's needs • Lists appropriate and sufficient business hours • Business complements existing mix of businesses downtown 	0-30	
Timeline – presents a feasible timeline for start-up	0-5	
Competition/Market Analysis – demonstrates a clear knowledge of target audience, market trends and existing competition	0-10	
Marketing Strategy <ul style="list-style-type: none"> • Targets a market large enough to support the business • Understands the need to rely on more than foot traffic to make sales • Has an advertising plan with realistic objectives and costs • Has an effective promotional strategy to create location awareness 	0-30	
Management Plan <ul style="list-style-type: none"> • Outlines managerial roles and responsibilities • Lists credible resources for legal, accounting, and other business services which applicant does not have expertise in 	0-5	
Financial Plan <ul style="list-style-type: none"> • Includes pro-forma income projections for the next five years • Shows break-even point • Accurately assesses all expenses (e.g., equipment and inventory purchases, sign costs, marketing budget, building investments, utilities) • Shows division of revenue (e.g., reinvestment in business, employees' salaries and benefits, owner's salary) • Will have the financial resources needed for start-up and operation 	0-20	
Résumé(s) – demonstrates sufficient knowledge and experience to run the proposed business, includes references	0-5	
Downtown Needs <ul style="list-style-type: none"> • Business will benefit The Shops of Grand Avenue • Business will fit with existing downtown businesses • Business will benefit downtown Milwaukee 	0-40	
DISQUALIFICATION CRITERIA: <ul style="list-style-type: none"> • Plan is more than 25 pages • Plan was not submitted with an application • Business already has 10 or more locations • Business was located within The Shops of Grand Avenue. 		
TOTAL POINTS	150	