

ENTERPRISE CHALLENGE

Business Plan Competition 

CATEGORY	2021 JUDGING CRITERIA	POSSIBLE POINTS
Business Overview	How well does the plan describe the...	25
	Problem the business is solving and its distinctive solution (10 points)	
	Business operations, milestones, and metrics (10 points)	
	Ownership structure, history, and experience of the owners and team (5 points)	
Marketing and Sales Execution	How well does the plan...	25
	Identify and describe the business target market (10 points)	
	Identify and describe the competition and the business key advantages (10 points)	
	Describe the marketing and sales plan that lead to business growth (5 points)	
Financial Plan	How well does the plan...	25
	Demonstrate the ability of the business to be profitable and sustainable (10 points)	
	Describe the need, use, and source of funding (5 points)	
	Include realistic, sustainable financial expectations (ie. owners' salary, lease, equipment) (10 points)	
	FINAL ROUND ONLY - Provide complete financial statements and must include profit and loss, cash flow, and balance sheet	
Economic Impact	How well does the plan...	25
	Demonstrate the goals for sustainable growth and scalability (10 points)	
	Demonstrate potential to produce substantial impacts in the county (ie. create tourism, community involvement, civic pride) (10 points)	
	Demonstrate the creation of direct and indirect jobs (5 points)	
TOTAL		100