



**Small Business Venture  
Fund**

**City of Falfurrias  
Small Business Venture Fund**

**JUDGING SHEET**

**Name of Individual/Group/Business:** \_\_\_\_\_

	<b>Possible Points:</b>	<b>Points Awarded:</b>	<b>Comments:</b>
<b>Criteria I - Investment Potential &amp; Market Opportunity</b>	<b>Total 25</b>	<b>Total:</b>	
<b>Is there a Market Opportunity?</b>	<b>10</b>		
Will this idea work for Falfurrias? Are resources and target market(s) present?			
<b>Engaging Target Market</b>	<b>5</b>		
Is there a plan in place for engaging customers? Is it sufficient? Will it work?			
<b>Is the Business Feasible?</b>	<b>10</b>		
Will the start-up money be enough? Is there a plan to acquire additional funds? Enough cash flow to support operations?			

<b>Criteria II - Distinctive Competence</b>	<b>Total 25</b>	<b>Total:</b>	
<b>Distinctive Understanding of Business Plan</b>	<b>15</b>		
Answered critical questions on lean canvas plan appropriately? Shows understanding of business plan, concepts, and needs?			
<b>Innovative/Creative</b>	<b>10</b>		
Is this idea out of the ordinary, creative, or done differently?			

<b>Criteria III - Financial Understanding</b>	<b>Total 25</b>	<b>Total:</b>	
<b>Clear Understanding of Financials</b>	<b>15</b>		
Displays understanding of financials, budgets, realistic financial expectations for running their business, etc.?			
<b>Financial Targets are Specific</b>	<b>10</b>		
Displays clear, specific, not broad financials and metrics?			



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<b>Criteria IV - Presentation</b>	<b>Total 25</b>	<b>Total:</b>	
<b>Understandable and Clear</b>	<b>10</b>		
Shows understanding of business idea and financials? Communicates this clearly?			
<b>Interaction with Investors</b>	<b>10</b>		
Engaged investors? Provided opportunity for interaction (e.g. pilot products, displays, printed reports/graphics, etc.)?			
<b>Time</b>	<b>5</b>		
Presentation Time Exceeded/Met?			

<b>TOTAL SCORE:</b>	<b>100</b>	<b>Total:</b>
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