

Sanpete County Business Development Grant Scoring Rubric

Company Name				
1. Executive Summary (5 points)	0	0	0	0
Clarity (5 points): Clearly outlines the purpose, goals, and key aspects of the business or project.				
2. Business Plan and Model (20 points)	0	0	0	0
Business Concept (10 points): Is the business idea well-defined, innovative, and addresses a clear market need?				
Market Analysis (5 points): Includes a thorough analysis of the market, target audience, and competition. Identifies potential risks and includes strategies for mitigation.				
Business Model (5 points): Demonstrates a clear and viable business model, including how the business will operate and generate revenue.				
3. Goals and Objectives (15 points)	0	0	0	0
Specificity (5 points): Goals and objectives are specific, measurable, achievable, relevant, and time-bound (SMART).				
Alignment (5 points): Goals align with the mission and purpose of the grant program.				
Impact (5 points): Expected outcomes and impacts are clearly articulated.				
4. Budget and Financial Plan (20 points)	0	0	0	0
Budget Detail (8 points): Provides a detailed and realistic budget aligned with project goals.				
Justification (5 points): Justifies expenses and demonstrates cost-effectiveness.				
Financial Projections (4 points): Includes realistic financial projections such as income statements or cash flow forecasts.				
Matching Funds (3 points): Clearly specifies the source and amount of the 50% matching funds, including documentation of how these funds will be obtained.				
5. Job Creation (20 points)	0	0	0	0
Number of Jobs Created (10 points): Provides a clear estimate of the number of full-time and part-time jobs created by the project. Estimates are realistic and achievable.				
Quality of Jobs (10 points): Describes the quality of the jobs, including wages, benefits, and working conditions.				
6. Community Impact (15 points)	0	0	0	0

Community Benefits (10 points): Details the positive impact of the project on the local community, such as economic development, improved services, or social benefits.				
Community Engagement (5 points): Describes how the project will use local businesses and resources.				
7. Organizational Capacity (5 points)	0	0	0	0
Staff Expertise (3 points): Demonstrates that the team has the necessary skills and experience to execute the project effectively.				
Operational Structure (2 points): Provides a clear organizational structure, including roles and responsibilities.				
TOTAL POINTS	0	0	0	0

Scoring Guidelines

- 90-100 points: Exceptional application; meets or exceeds all criteria with exceptional detail and clarity.
- 80-89 points: Strong application; addresses most criteria well with minor areas for improvement.
- 70-79 points: Adequate application; meets basic criteria but has notable weaknesses in several areas.
- 60-69 points: Needs improvement; significant issues or gaps in multiple areas.
- Below 60 points: Unacceptable application; major issues across several criteria.