



Judging Criteria Main Street Lifestyles

IDEA:

- ❖ Is a unique opportunity identified?
- ❖ Is the product or service offered clearly differentiated or is execution superior?
- ❖ Does the business model make sense?

MARKET:

- ❖ Is the Market Size in their location large enough to support this business?
- ❖ Is the competition identified and do we have a competitive advantage?
- ❖ Is the target market appropriate?
- ❖ Does the team know how to get customers and grow the business?

OPERATIONS:

- ❖ Is their management team qualified?
- ❖ Are their execution plan adequately explained at the appropriate level of detail?
- ❖ Do they have a timeline clearly defined that is appropriate?

FINANCE:

- ❖ Do they know how much money they need to launch?
- ❖ If bootstrapping, can they successfully grow their company through internal funding?
- ❖ Do they know how long until they generate revenue and get to monthly positive cash flow?
- ❖ Are their financial statements reasonable?

OVERALL:

- ❖ Did you get excited reading the plan?
- ❖ Do the sections work well together?
- ❖ Does the plan reflect the real potential of the idea?
- ❖ If you knew a potential investor, would you forward the plan?
- ❖ Anything else (grammar, pictures, tone...)