

## **Judging Criteria for the Mainstreet Lifestyles Track**

### **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...)