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…)