

Moving Flint Forward 2023 Scoring Rubric

Review Date	Reviewer Name	
XX/XX/XXXX	Insert Name	Insert Business Name

Business History (10 points)	Rate 0-10	Notes
1. Do they describe how the business was started? Are they active in the community beyond normal business operations? Is there evidence of longevity?		
Business Plan/Future Potential (10 points)	Rate 0-10	Notes
2. Have they presented a quality business plan? Major components include (company description, market analysis, organization/mgmt, description of goods/services, marketing and sales strategies, financials).		
Use of Funds/Budget (15 points)	Rate 0-15	Notes
3. Is there alignment between expressed scope of work/proposed expenses, the need, and feasibility. Examples include providing estimated costs, will the proposed expenses help to expand the business, and can it be done by December?		
Financials/Tax Returns	Rate 0-10	Notes
4. Has the business submitted financials/tax returns that show the legitimacy of the business? Do the financials show positive financial growth, or appropriate levels of revenue, expenses, and debt?		
Priority Points: Minority-owned business (5 points)	0=No, 5=Yes	Notes
5. Does the applicant identify as a minority-owned business based on race/ethnicity?		
Total Score (50 points possible)	0	