

Judge:

Business:

Category	Description	Point System	Score
Economic Diversity	Business adds to a diverse mix of goods and/or services in the town	<ul style="list-style-type: none">● Offers a product or service that would significantly add to the diversity of our town: 4● Offers a product/service not currently available, but with only moderate demand: 3● Cross over with some existing businesses, but offers additional services/ items for sale: 2● Replicates existing businesses in town: 1	
Viability	Business plan shows adequate funding and plans for long-term sustainability	<ul style="list-style-type: none">● Startup and operating costs are detailed and clearly documented (with industry comparisons), with reasonable growth projections for the first 3 years. Sources of capital are adequate and well documented and if financing is required, the candidate has met with a lender and verified available down payment and interest terms, and/or been approved for a loan: 4● Judges agree that startup and operating costs as documented are complete, and that sales/income and growth projections are also reasonable. Sources of start-up capital are documented. If financing is required, the candidate has met with a lender and verified available terms: 3● Startup and operating projections are not complete, or available funding is not clearly documented. If loans are being sought, the candidate has not verified local interest rates or been approved for a loan. Sales or income figures may need further detailed development: 2● The committee feels that the candidate has underestimated startup or ongoing costs, overestimated revenue, or not properly documented available sources of funding: 1	
Community Need	Business or service needed in community as identified by kick-off idea jam or local sentiment	<ul style="list-style-type: none">● Fills need identified as significant community need: 3● Fills need identified as a desired community asset: 2● Partially fills need for lack of goods/services in Dover Economy: 1	

Job Creation	Business or service creates new, on-location, jobs in the town of Dover	<ul style="list-style-type: none"> ● Significantly increases on-location jobs: 3 ● Increases on-location jobs: 2 ● Limited increase to on-location jobs: 1 	
Foot Traffic	Business or service attracts a significant number of visitors to town	<ul style="list-style-type: none"> ● Potential to significantly increase visitors to town: 3 ● Potential to moderately increase visitors to town: 2 ● Limited potential to increase visitors to town: 1 	
Quality of Application/Business Plan	Thoroughness and quality of the Business Plan	<ul style="list-style-type: none"> ● Fully completed Business Plan 3 ● Some omitted information: 2 ● Vague and/or missing information: 1 	
Match to Available Vacant Space	An adequate location is available for this business in the Town of Dover	<ul style="list-style-type: none"> ● Candidate has identified a potential location and inquired about purchase or lease: 3 ● Candidate has identified a potential location: 2 ● Candidate has not identified a potential location: 1 	