

DLBA Small Business & Job Creation Grant Evaluation Form

Business Name:

Name of Reviewer:

Date Reviewed:

Project Criteria	Points Possible	Points Awarded	Notes
1. Do you feel the proposed business has identified the competitive landscape and the customer need effectively and devised an innovative solution to enter into the marketplace?	10		
2. Does their business plan clearly identify the potential target customer and primary source of revenue to drive the business?	20		
3. How strong are their financial projections for the 1st year of operation and how well does/do the prospective business owner(s) understand their financial projections?	30		
4. How complete, thought through/realistic is their 3 year proposed financial forecast?	5		
5. Has the business owner(s) clearly defined their exit strategy?	5		
6. How is their product or service priced vs the competition in the market place?	5		
7. Is the company funded for the first 6 months?	5		
8. Will this company potentially be able to expand in the next year?	5		
9. Implementation plan (applicant has an understanding of the necessary City of Long Beach permits/approvals)	5		
10. Will the proposed business potentially be able to create new full time positions within the next 6 months?	5		
11. Business grant readiness (project can create additional jobs within 1 year of award date)	5		
Total Points Awarded	100		

DOWNTOWN
LONG BEACH
ALLIANCE