

## Appendix E

### Competitive Review Scale:

**Business Plan Scoring:** 0 – 5points // These five (5) questions, each worth one point, will evaluate the clarity of the applicant plan's identified problem. This analysis will also include the plan's clarity in identifying and analyzing its total addressable market (TAM), report on the competitive landscape, go-to-market plan, and a clearly articulated value proposition. A hypothetical score is filled-in below.

Criteria	Score
Does the applicant have a clearly identified problem?	0 or 1
Is the identified problem and TAM "significant?"	0 or 1
Does the applicant present a detailed report on the competitive landscape?	0 or 1
Does the applicant present a detailed "go-to-market" plan?	0 or 1
Does the applicant have a clearly articulated value proposition?	0 or 1

**Operations Scoring:** 0 -4points // These four (4) questions, each worth one point, evaluates clear articulation of finance & accounting management plans, subject matter competencies amongst the applicant's managing entrepreneurs, Diversity, Equity and Inclusion considerations, and clearly delineated roles and responsibilities amongst the managing entrepreneurs; and clear articulation of needed resources

Criteria	Score
Does the applicant have a clearly articulated finance & accounting management plan?	0 or 1
Does the applicant have industry and subject-matter competencies amongst its managing entrepreneurs, and does it have clearly delineated roles and responsibilities amongst the managing entrepreneurs?	0 or 1

<b>Diversity &amp; Inclusion:</b> Please submit a thesis/plan/policy that will support the company's buildout and development with consideration for diversity, equity, & inclusion.	<p style="text-align: right;"><b>Scorer's Question:</b></p> <p>Did the applicant attach a diversity &amp; inclusion thesis/plan that will support and guide the company's buildout and development plans? <b>Y/N</b></p> <p style="text-align: right;"><b>Question:</b> If "Y" above, 1pt if "N", 0pt</p>
Does the applicant clearly state other needed resources (e.g. financial, human capital, operating environment, etc) beyond award in order to effectuate their plan?	0 or 1

**Management Scoring:** 4 – 20points // These four (4) questions evaluate years of management’s general professional experience; years of relevant industry expertise; expertise and competency in sales, operations, product development and finance.

Criteria	Score
How many years of professional experience does the entrepreneurial team have on average?	Range 1pts - 5pts <3 yrs = 1pt 3yrs <= x <= 7yrs = 2.5pts >7yrs = 5pts
How many years of expertise does the entrepreneurial team have, on average, in the addressable industry?	Range 1pts - 5pts <3yr = 1pt 3yrs <= x <= 3yrs = 2.5pts >3yrs = 5pts
Does the entrepreneurial leadership have expertise and competency in sales, operations, product development and finance?	Range 1pts - 5pts <3 yrs = 1pt 3yrs <= x <= 7yrs = 2.5pts >7yrs = 5pts
How long have the entrepreneurs been working together?	Y/N; Range 1 - 5 <1 yr = 1pt 1yr <= x <= 3yrs = 2.5pts >3yrs = 5pts