

*Business Plan Evaluation*

The business plan will be evaluated according to the following criteria:

**Solution (Product/Service Description)**

- i. The solution (product/service) directly addresses customer needs
- ii. The proposed solution (product/service) is feasible
- iii. The solution (product/service) is innovative or has high potential
- iv. The problem solution (product/service) considers the use of local municipal capabilities and is tailored to local needs
- v. Whether the business activity is aimed at improving existing products/services.

Will be evaluated (maximum 15 points)

- **Market Research**
  - i. The market and its significance are clearly defined
  - ii. The competitive advantage and its importance are clearly defined
  - iii. The company's strategy and growth potential are clearly defined

Will be evaluated (maximum 15 points)

- **Marketing and Sales**
  - i. Clarity and adequacy of market entry strategy
  - ii. Clarity and adequacy of marketing plan
  - iii. Clarity and adequacy of distribution

Will be evaluated (maximum 10 points)

- **Production/Service Creation**

- i. Feasibility of production plan execution
- ii. Access to resources needed to create the product/service
- iii. Established and reliable supply network

Will be evaluated (maximum 10 points)

- **Organizational Structure, Human Resources, and Partners**

- i. The company management and key personnel have relevant knowledge and experience
- ii. Ability to implement the planned project
- iii. Existence of suitable partners/founding structure for project implementation

Will be evaluated (maximum 10 points)

- **Financial Plan**

- i. Adequacy of financial assumptions
- ii. Possibility of making a profit within two or three years of project start
- iii. Adequacy of the project budget and compliance of the investment plan with program conditions

- iv. How well does the presented project investment plan meet business needs?
- v. Adequacy of expenses

Will be evaluated (maximum 25 points)

- **Risks and SWOT**

- i. Business-related risks are identified and a management system is developed
- ii. The given SWOT analysis is adequate

Will be evaluated (maximum 5 points)

- **Implementation Plan**

- i. Whether the proposed timeframe for project implementation is adequate
- ii. Whether project objectives are achieved before the program completion
- iii. How much co-financing is allocated for creating one unit of employment?

Will be evaluated (maximum 10 points)

Maximum score in category	Minimum acceptable score
25	17
15	11
10	7
5	3

**Additionally, the overall passing score is 70.**

**Note:** The evaluation of each criteria group is carried out according to the number of points awarded. The issue of financing the business plan is considered only if the business plan accumulates the minimum acceptable number of points in each criteria group.

### **Business Model Evaluation**

s	Score	Weight	Total
1. Market / Target Group <ul style="list-style-type: none"> <li>– Clearly and understandably described</li> <li>– Is of sufficient volume for business sustainability</li> <li>– Has purchasing power to buy the product / service</li> <li>– Has development and diversification potential</li> </ul>		4	
2. Value Created for Customers <ul style="list-style-type: none"> <li>– Clearly and understandably described</li> <li>– Has/will have visible effect/benefit (creates value)</li> <li>– Has/will have competitive advantage</li> </ul>		4	
3. Supply Channels <ul style="list-style-type: none"> <li>– Clearly and understandably described</li> <li>– Possible / Relevant</li> </ul>		1	
4. Customer Relationship <ul style="list-style-type: none"> <li>– Clearly and understandably described</li> <li>– Possible / Relevant</li> </ul>		1	
5. Revenue Stream <ul style="list-style-type: none"> <li>– Clearly and understandably described</li> <li>– Realistic</li> </ul>		2	
6. Key Resources		1	

<ul style="list-style-type: none"> <li>- Clearly and understandably described</li> <li>- Realistic</li> </ul>			
<p>7. Key Activities</p> <ul style="list-style-type: none"> <li>- Clearly and understandably described</li> <li>- Realistic</li> </ul>		1	
<p>8. Key Partners</p> <ul style="list-style-type: none"> <li>- Clearly and understandably described</li> <li>- Realistic and possible</li> </ul>		1	
<p>9. Cost structure</p> <ul style="list-style-type: none"> <li>- Clearly and understandably described</li> <li>- Realistic</li> </ul>		2	
<p>10. Overall Assessment</p>			
<ul style="list-style-type: none"> <li>- Business model is structured and consistent</li> </ul>		2	
<ul style="list-style-type: none"> <li>- The proposed product / service / technology model can be used</li> </ul>		1	
<ul style="list-style-type: none"> <li>- Obvious business risks are manageable</li> </ul>		1	
<p>11. Business Activity Application</p>			
<ul style="list-style-type: none"> <li>- Likely creates permanent jobs at an acceptable cost</li> </ul>		2	
<ul style="list-style-type: none"> <li>- Likely creates permanent jobs for women at an acceptable cost</li> </ul>		1	
<ul style="list-style-type: none"> <li>- Creates synergistic effect with other applications / projects</li> </ul>		1	

0 = Does not meet the requirement or is completely off-topic, 1 = Inadequate, 2 = Possible, 3 =

Good, 4 = Excellent

A score of 0 or 1 in any category results in rejection of the application. The minimum score for advancing to the next stage is 70.