

Reviewer Name _____

Review Date _____

Business Name _____

**MARIJUANA RETAIL LICENSE
Business Plan Criteria & SCORE Sheet**

Business Plans will be evaluated based on four (4) major criteria:

1. Company Summary
2. Product and Service
3. Marketing
4. Financial Analysis

It is the purpose of the committee to ensure that these three (3) major business elements are in place and have been addressed adequately in the planning process. Each question is worth four (4) points. At the end of each section, please tally the points for that section.

Section 1

Does the Business Plan adequately provide proof for the successful operation of the business?

Company Overview	Yes	No
Mission Statement	Yes	No
Management Team and Staffing	Yes	No
Employee Training	Yes	No
Consumer Education	Yes	No

Score _____

Section 2

Does the Business Plan adequately provide proof of Industry knowledge and experience?

Product or Service	Yes	No
Competitors	Yes	No
Vendors	Yes	No

Score _____

Section 3

Does the business plan adequately provide proof for a successful marketing plan?

Marketing Overview	Yes	No
Market Research	Yes	No
Industry Analysis	Yes	No
Pricing	Yes	No
Promotion	Yes	No
Milestones	Yes	No
Proven Ability to Market in a Highly Regulated Industry	Yes	No
Strategic Alliances	Yes	No

Score _____

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Section 4

Does the Business Plan adequately provide proof for the successful financial sustainability and start-up of the business?

Start Up Summary	Yes	No
Start Up Expenses	Yes	No
Start Up Capital Requirement	Yes	No
Cash Flow	Yes	No
Income Projection Statements	Yes	No
Profit and Loss Statement	Yes	No
Balance Sheet	Yes	No
Sales Forecast	Yes	No
Break-Even Analysis	Yes	No

Score _____

Total Score of All sections _____