

MVSBDC Everyday Entrepreneur Application Rubric

Category & Point Value	Strong	Average	Weak	Score
Business Viability & Clarity (20) <i>How well does the applicant describe what they do and how it works?</i>	16-20 points Exceptionally Clear. Reader understands exactly what the product is, who pays for it and daily operations	10-15 points Clear offering, but some operational "fog." Reader knows what they sell, but aren't 100% sure how they deliver it at scale.	0-9 points Vague or overly complex. Feels like a "Solution looking for a problem" or uses too much jargon.	
Market Opportunity (15) <i>Is there a real "pull" from the market, and do they stand out?</i>	12-15 points Strong evidence of demand Clear "unfair advantage" over competitors.	8-11 points Identifiable market, but differentiation is weak.	0-7 points Theoretical demand only ("Everyone with a phone needs this"). No clear understanding of the competition.	
Traction (15) <i>Evidence that the business is moving, even if it's in low gear.</i>	12-15 points Active Evidence. Has paying customers, signed Letters of Intent (LOIs) or high engagement beta testers (e. g. Users use this 3xs a week").	8-11 points Early Momentum. Has a growing waitlist, completed prototype testing, or meaningful industry partnerships/connections.	0-7 points Stagnant. Operations exist but show no "vibration" or feedback from the outside world.	
Financial Awareness (10) <i>Do they understand the math of their own business?</i>	8-10 points Knows their numbers. Can clearly state their price, what it costs to make/deliver (COGS), and their target margin.	5-7 points Understands pricing, but hazy on hidden costs (marketing, labor, overhead).	0-4 points Realistic numbers are missing. Pricing feels "guessed" rather than calculated.	
Use of Funds (25) <i>How "catalytic" is the prize money?</i>	21-25 points Growth-focused. Funds are tied to a specific milestone (e.g., "Buying this machine triples production" or "This spend acquires 100 customers").	13-20 points Necessary but passive. Funds go toward "keeping the lights on" or general working capital without a clear growth outcome.	0-12 points Unrealistic/Vague. "Marketing and salaries" without a breakdown, or asks for things that don't help the business scale.	
Execution Readiness & Coachability (15) <i>Can they get things done?</i>	12-15 points Application is impeccable. Deadlines met early. History of "hustle" Highly responsive.	7-11 points Follows directions well, but the application feels "last minute."	0-6 points Missing documents, poor communication, or defensive tone in responses.	
TOTAL				0