

## Direct Grant Assessment

A **minimum score of 60 out of 100 points** is required to be considered for grant funding.

Questions		Possible Points	Actual Score
1. Experience	<b>Subtotal</b>	<b>15</b>	
a. Does the equity applicant have at least one (1) year of managerial work or volunteer experience that can be verified through resume, work experience form, description in the business plan and/or company research?		10	
b. Does the operating partner(s) have at least one (1) year of managerial work or volunteer experience that can be verified through resume, work experience form, description in the business plan and/or company research?		5	
2. Business Plan	<b>Subtotal</b>	<b>55</b>	
a. Did the equity applicant provide a clear and concise executive summary and/or mission statement?		5	
b. Did the equity applicant provide an organizational chart?		5	
c. Did the equity applicant provide a clear and comprehensive operating plan? (See page 2 for more information)		10	
d. Did the equity applicant provide a sample budget or financial plan, including 12-month projections of the first year of business in line with industry standards?		10	
e. Did the equity applicant provide a clear and detailed marketing plan? (See page 2 for more information)		10	
f. Did the equity applicant provide a clear and detailed market analysis? (See page 3 for more information)		10	
g. Did the equity applicant demonstrate a clear understanding of State Regulations and Local Ordinances and licensing requirements?		5	
3. Business Investment	<b>Subtotal</b>	<b>20</b>	
a. Has the equity applicant invested their own funds into the businesses?		10	
b. Does the equity applicant have partners that have already provided or are willing to provide capital to the business?		10	
4. Explanation of Grant Funds		<b>10</b>	
a. Did the equity applicant provide a clear explanation of how funding will be used to support their cannabis business?		10	
<b>TOTAL SCORE</b>		<b>100</b>	

## **Business Plan Requirements**

### **Operating Plan Requirements**

An operating plan is an in-depth description of your daily business activities centered towards achieving the goals and objectives described in your business plan. It outlines the processes, activities, and responsibilities of various departments and the timeframe of the execution.

The operations section of your business plan explains in detail the role of a team or department in the collective accomplishment of your goals. In other words, it's a strategic allocation of physical, financial, and human resources towards reaching milestones within a specific timeframe.

To address requirement 2(c) above, the Operating Plan should address the following questions:

- Who is responsible for a specific task or department?
- What does each department or operation do at the business?
- Where will the operations take place?
- When should the operations tasks be completed? What are the deadlines?
- How will the different operations of the business be performed?
- How much is it going to cost to perform the various operations?

### **Marketing Plan**

A marketing plan is a strategic roadmap that businesses use to organize, execute, and track their marketing strategy over a given time period. Marketing plans can include separate marketing strategies for the various marketing teams across the company, but all of them work toward the same business goals.

To address requirement 2(e) above, the Marketing Plan should address the following questions:

- Who is your customer base?
- What types of strategies will you employ to market your business?
- How much will the marketing cost?
- Who will be performing the implementation of the marketing?

### **Market Analysis**

The market analysis section of your business should provide a detailed overview of the industry you intend to sell your product or service in, including statistics to support your claims.

To address requirement 2(f) above, the Marketing Analysis should address the following questions:

- What is the industry your business will be a part of?
- Who is your competition?
- Who is your target market?
- How do you intend to make a place for your own business?
- What data do you have to support the questions above?