

STATE FORTY EIGHT FOUNDATION ENTREPRENEUR GRANT APPLICATION GRADING RUBRIC

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Business Viability Scoring in this section reflects the company's overall financial stability, operational health, a strong business plan that indicates future growth.	Not eligible/ Not Complete	Poor health of finances (Running at a deficit), business plan is unclear.	Moderate health of finances (Break even cash flow), business plan needs further definition.	Strong health of finances (Positive net income), business plan is defined.	Exceptional health of finances (Positive net income w/ 30 days cash on hand), business plan is very clear.
Business Identity Scoring in this section reflects the company's overall branding including logo, website, an understanding of social media accounts to ensure a well-defined business identity. Shows who you are as a business and what you represent.	Not eligible/ Not Complete	Logo, website and social media accounts are poor/lacking. Lacks messaging, no design cohesion and inactive accounts.	Logo, website and social media accounts show some progress towards their identity. Some consistent messaging, brand is established and some posting on accounts.	Logo, website and social media accounts clearly articulate who the business is and what they represent. Consistent messaging, brand is aligned with why and regular posting on accounts	Logo, website and social media accounts exceptionally tie to the business identity with a clear representation of who they are and what they represent. Messaging and brand is intertwined with the why and their accounts are fully engaged
Business "Why" Scoring in the section reflects a clear understanding of the core purpose of the business, including what drives them and what differentiates them from others.	Not eligible/ Not Complete	Definition of "why" is unclear.	Definition of "why" is evident.	Definition of "why" needs honing.	Definition of "why" is clear and precise.
Foundation Involvement Scoring in this section reflects the overall willingness to engage with the State Forty Eight Foundation throughout the year	Not eligible/ Not Complete	Lacking the ability to collaborate with the State Forty Eight Foundation	Some ability to collaborate with the State Forty Eight Foundation	Strong ability to collaborate with the State Forty Eight Foundation	Exceptional ability to collaborate with the State Forty Eight Foundation

Grant Impact Scoring in this section reflects the thoughtful utilization of the dollars potentially granted and communication of impact	Not eligible/ Not Complete	No clear plan to spend down funds to show impact.	Shows an attempt to show spend down of funds to show impact	Shows a clear plan to spend down funds to show impact.	Presents a strong plan to spend funds to show impact.
Rooted in AZ Scoring in this section reflects the importance AZ is to the business. This includes a reflection on what being an AZ entrepreneur means to them, gaps filled in the marketplace and how their business fits in the local business community.	Not eligible/ Not Complete	Lacking a connection to AZ and failure to prove the gap the business is filling.	Somewhat of a connection to AZ and there is an attempt to prove the gap the business is filling.	Strong connection to AZ and clear understanding of the gap the business is filling.	Exceptional connection to AZ and the strong understanding of the gap the business is filling.