

	Mission Statement	Company Description	Services and Products	Marketing & Sales	Funding Request
4	<ul style="list-style-type: none"> ○ Unique and Creative ○ Clear explanation of company values ○ Reasonable and attainable 	<ul style="list-style-type: none"> ○ The target market and location are well thought out and unique. ○ Well thought out hours. ○ Unique and interesting theme. 	<ul style="list-style-type: none"> ○ Unique signature food item that satisfies a niche in the local market. ○ The extended menu features items that compliment the signature food item. 	<ul style="list-style-type: none"> ○ Unique and reasonable marketing strategies that fit the trucks needs. ○ Well thought out method of pricing food. ○ Realistic, researched sales goals. 	<ul style="list-style-type: none"> ○ In depth assessment of the costs involved in start up. ○ The funding request is sound and based on research. ○ Creative solutions for finding funding.
3	<ul style="list-style-type: none"> ○ Clear explanation of company values ○ Reasonable and attainable 	<ul style="list-style-type: none"> ○ The target market and location are well thought out. ○ Reasonable hours. ○ May have a theme but the connection to the business is unclear 	<ul style="list-style-type: none"> ○ The food item satisfied a niche in the local market. ○ The extended menu has been thought of but is not yet complete. 	<ul style="list-style-type: none"> ○ Reasonable marketing strategies. ○ Well thought out method of pricing food. ○ Realistic sales goals. 	<ul style="list-style-type: none"> ○ Assessment of the costs involved in start up. ○ The funding request seems reasonable.
2	<ul style="list-style-type: none"> ○ Complete but statements are either not clear or too vague. ○ Some of the goals seem far fetched and not well thought out. 	<ul style="list-style-type: none"> ○ The target market and location do not seem to fit the business. ○ The hours do not seem reasonable. ○ May have a theme but the connection to the business is unclear. 	<ul style="list-style-type: none"> ○ The signature food item has been identified but is not unique. ○ The extended menu has not been thought of yet. 	<ul style="list-style-type: none"> ○ Some marketing strategies identified but seem insufficient or unreasonable. ○ Have a pricing strategy but it seems arbitrary. ○ Sales goals seem unreasonable. 	<ul style="list-style-type: none"> ○ Start up costs seem incomplete and not researched. ○ The funding request seems unreasonable.
1	<ul style="list-style-type: none"> ○ Incomplete or minimal. ○ Statements unclear. ○ Goals are far fetched or vague. 	<ul style="list-style-type: none"> ○ The target market and location are not clear. ○ The hours are not identified or unreasonable. ○ Theme does not fit or even detracts from business. 	<ul style="list-style-type: none"> ○ The signature food item is unclear. ○ The extended menu has not been thought of yet. 	<ul style="list-style-type: none"> ○ Some marketing strategies unidentified. ○ May or may not have a pricing strategy but it seems arbitrary. ○ Sales goals seem unreasonable. 	<ul style="list-style-type: none"> ○ The funding request is unreasonable and not researched or is completely missing.