

Part 1: Application Questions	1: Needs Improvement	2: Satisfactory	3: Exemplary
<b>What are your SALES PROJECTIONS for THIS CALENDAR YEAR (please provide rationale for how you calculated sales projections)</b>	Lacks supporting rationale	Adequately provides projections and rationale for calculation.	Rationale for sales projections is clear, concise, logical, and based in part on external data that is verifiable.
<b>What are your SALES PROJECTIONS for NEXT CALENDAR YEAR? (please provide rationale for how you calculated sales projections)</b>	Lacks supporting rationale	Adequately provides projections and rationale for calculation.	Rationale for sales projections is clear, concise, logical, and based in part on external data that is verifiable.
<b>What is your typical profit margin (you can provide an average or a range) Please explain how you determine pricing.</b>	Lacks detail required	Information provided with explanation of pricing structure.	Information provided with explanation of pricing structure that is thorough, complete, and demonstrates understanding of market driven pricing.
<b>What is your target market(s)?</b>	Target market(s) listed but lacks detail.	Applicant provides target market(s) with detail that explains at least one aspect of target market (demographic or psychographic characteristics).	Applicant provides thorough analysis of target market including comprehensive analysis of demographic and psychographic characteristics and provides sources for data/information cited.
<b>How do you identify market trends?</b>	Lacks detail to illustrate understanding of market trends.	Adequately identifies market trends but does not connect market trends to business action.	Presents a thoughtful explanation for identification and analysis of market trends to determine best course of action for the business.

<p><b>How do you market your business and find new customers?</b></p>	<p>Marketing and sales methods may be listed but are not adequately explained.</p>	<p>Presentation of sales and marketing methods are identified, but may not be feasible or appropriate for members of target market and/ or the methods are one dimensional.</p>	<p>Persuasive presentation of sales and marketing methods, which are specific, feasible and tailored to sell and retain members of target market AND multi-dimensional marketing methods are identified.</p>
<p><b>What are your company's greatest strengths and weaknesses?</b></p>	<p>Information may be provided, but lacks detail and/or only covers one dimension requested.</p>	<p>Applicant adequately provides both strengths and weaknesses of the business.</p>	<p>Thorough and compelling explanation of both company's strengths and weaknesses that demonstrates importance of market analysis in growing a business.</p>
<p><b>What are the greatest opportunities for your business?</b></p>	<p>Information provided, but lacks detail</p>	<p>Adequate identification of opportunities</p>	<p>Exemplary explanation of opportunities that illustrates understanding of market and also relates opportunities to company's strengths.</p>
<p><b>What are the greatest threats to your business?</b></p>	<p>Information provided but lacks detail.</p>	<p>Adequate identification of threats.</p>	<p>Exemplary analysis of threats that illustrates understanding of competitive landscape.</p>

ESSAY QUESTIONS	1	2	3
<b>Describe in DETAIL what your business or product is. What does it do? Provide as much detail as possible.</b>	Description of business/product needs more detail	Adequately describes business/product	Clear and compelling description of business/product that connects product(s) / services to need in the market.
<b>Tell us your story: How you started your business (how you conceived and developed it), when you started your business, your background (education and employment history), why you started your business, how many employees you have, what kind of parts you make, how many customers you have, how many DIFFERENT TYPES of parts you make.</b>	Lacks detail requested	All required topics covered in essay and/or video.	All topics are covered in essay and/or video submission in such a compelling manner that a person would want to invest in this business after reviewing the submission.
<b>What is your unique selling proposition (USP)? What is your “hook,” and why is your business notable (your business philosophy).</b>	Submission lacks detail	Adequate explanation of USP or business philosophy.	Exemplary explanation of company’s USP and business philosophy
<b>Describe in detail, how specific features of a Hurco machine would help your business.</b>	Applicant does not adequately explain how winning a Hurco machine would help their business.	Applicant explains why a new CNC machine would help their business but does not specifically connect explanation to features of a Hurco CNC machine	Applicant explains why a new Hurco CNC machine would help their business and highlights specific features unique to Hurco products that would benefit their business, which shows applicant has researched the product.

<b>What is the greatest manufacturing challenge you routinely face?</b>	Covered this topic	MAXIMUM POINT VALUE FOR THIS QUESTION IS 1 for COMPLETION	MAXIMUM POINT VALUE FOR THIS QUESTION IS 1 for COMPLETION
<b>What is the greatest business challenge you face?</b>	Covered this topic	MAXIMUM POINT VALUE FOR THIS QUESTION IS 1 for COMPLETION	MAXIMUM POINT VALUE FOR THIS QUESTION IS 1 for COMPLETION
<b>Tell us about any organizations or clubs with which you're associated.</b>	Applicant lists organizations and/or clubs.	Applicant provides information but does not explain how these organizations will benefit their business	Applicant clearly demonstrates how involvement in specific clubs/organizations will benefit their business.
<b>Tell us about any awards or accolades you've received.</b>	Lists awards but doesn't provide detail.	Lists awards/accolades with some detail.	Lists awards/accolades and provides detail which demonstrates the ability to leverage positive events to help the business succeed.
<b>Tell us key business relationships (both internal and external) that benefit your business. For example, your leadership team, key personnel, vendors, networks, etc.</b>	Applicant provides information, but lacks detail to provide confidence that the business has a strong team to help it be successful and/or has an understanding of the importance of networks.	Applicant provides information and relevant details about internal and/or external business relationships.	Applicant provides detail and clearly demonstrates knowledge of the importance of a team and/or networking to run a successful business.
<b>How do you envision your business in 5 years, 10 years, and beyond?</b>	Applicant outlines plan but provides little detail.	Applicant outlines a plan for the future but plan doesn't address retention of existing customers and acquisition of new	Applicant clearly outlines well thought-out plan for the future and identifies the importance of retaining existing customers and acquiring new customers.

customers.

NOTE: Application will receive a 0 for each category that isn't covered.