

Evaluation Checklist – Business Creation section

The Business Creation section of the OSEntreprendre Challenge provides new entrepreneurs with the opportunity to position their project, obtain cash prizes, grow their network and give voice to their passion during the year they launch their business.

Bold, determined, and guided by their values, hopes and dreams, participants leap into a profoundly human adventure by founding new businesses in all activity sectors. Whether they create these businesses on their own or join forces with others, their contribution is critical to building a proud, innovative, committed and prosperous Québec.

Project title:					
Evaluation criteria:		+	±	-	
Purpose and profile	The mission, vision, values and articulation of the project are inspiring.	15	10	5	/75
	The project has onboarded people who seem to have the necessary skill set to see the project through to completion.	15	10	5	
	The project's entrepreneurs have traits, attitudes and values that are compatible with entrepreneurship.	15	10	5	
	The project strives to achieve positive impacts (human, local economy and/or environment).	15	10	5	
	The project contributes to the social and/or economic development of a community, territory or sector.	15	10	5	
Market analysis	The target market is clearly defined.	5	3	1	/25
	The product/service trends have been analyzed and suggest the project is viable.	5	3	1	
	The competition was well analyzed.	5	3	1	
	The political, economic, sociodemographic, technological and environmental conditions are favourable to the project.	5	3	1	
Marketing plan	The anticipated sales volumes are coherent and realistic.	5	3	1	/25
	The product/service is innovative and sets itself apart from the competition.	5	3	1	
	A realistic after-sales service (assistance, guarantee, customer service, etc.) is planned.	5	3	1	
	The distribution channels chosen will efficiently deliver the offer to consumers.	5	3	1	
	A marketing plan was developed and is coherent with the project's objectives.	5	3	1	
Operating plan	The marketing strategy is realistic.	5	3	1	/25
	The process to produce (render) the product (service) is well defined.	5	3	1	
	The team backing the project (promoters, employees, suppliers, etc.) has the necessary potential.	5	3	1	
	The material resources needed are identified and make it possible to produce the product/service.	5	3	1	
Financial plan	A quality approach is implemented across all business operations.	5	3	1	/25
	The production capacity for the product/service is compatible with the anticipated sales/revenues.	5	3	1	
	The needs assessment (means, financial resources, etc.) is adequate.	5	3	1	
	The hypotheses used to develop the financial forecasts are realistic.	5	3	1	
	The financial forecasts demonstrate viability, even profitability.	5	3	1	
Assessment	The type of financing sought is appropriate for the needs and context of the business.	5	3	1	/25
	The financial plan is adapted to the activity sector and the maturity of the business.	5	3	1	
Assessment	The jury's overall assessment is based on the quality, originality, feasibility and viability of the project.				/25
TOTAL	<i>Reminder – for a project to be eligible for a prize, the jury must have given it a minimum grade of 60%.</i>				/200
Report /100	<i>Reminder – for a project to be declared a winner, the jury must have given it a minimum grade of 60%.</i>				/100

Interviews conducted as part of a selection process enable jury members to complete, improve or readjust their previous analysis of the written application, based on the criteria indicated on the Evaluation Checklist.

Jury comments and observations
