

MICROGRANT CRITERIA MATRIX

Date:

Applicant Name:

Business Name:

Sector:

Category	Criterion	4	3	2	1
Business Model	The applicant must clearly outline the description of proposed business OR existing business. Description includes: - Business Objectives - Target Market	Proposed business OR existing business description is clearly outlined. - Including business objectives & target market.	Proposed business OR existing business description is stated. - Missing either the business objective or target market.	Proposed business OR existing business description is unclear. - Missing both the business objective and target market.	Proposed business OR existing business description is not stated.
Strategic Alignment	The applicant must clearly identify how their business aligns with the following strategic initiatives: indigenous innovation, inspires indigenous youth, and promotes community involvement.	Proposed business OR existing business clearly aligns with all strategic initiatives.	Proposed business OR existing business aligns with 2/3 strategic initiatives.	Proposed business OR existing business aligns with 1/3 strategic initiatives.	Proposed business OR existing business does not align with any strategic initiatives.
Demonstrate a Drive for Success	The applicant must state and show willingness to pursue success and excellence within their industry.	Applicant and application clearly display drive for success.	Applicant and application display an adequate drive for success.	Applicant and application display a lack of drive for success.	Insufficient or no evidence displaying the applicant's drive for success.
Feasibility	The applicant must identify and list the feasibility of the business. Feasibility includes: - Utilization of Funds - Expense Breakdown	Feasibility of the business are clearly stated and are congruent with business description.	Deficiencies exist with feasibility of the business. Utilization of funds and breakdowns appear achievable despite gaps.	Feasibility for the business is weak, utilizations of funds are unlikely to be achieved.	Insufficient information about feasibility of the business.

TOTAL:

/16

PANELIST NOTES:

CRITERIA MATRIX - Further Information

Category: Business Model

Applications are completed to the best of the applicant's ability, including clearly outlining the description of the business (startup or existing) and the applicant must clearly state the business objectives and the target market within the description.

If the applicant provides a business plan, the panel will review the contents and consider it within this category.

Category: Strategic Alignment

Applications are completed to the best of the applicant's ability, including an explanation on how their business (startup or existing) aligns with the following strategic initiatives: indigenous innovation, indigenous youth, and community involvement. The ideal business will include a detailed explanation on all three strategic initiatives in relation to their business.

Please Note: Explanation on how indigenous innovation, indigenous youth and community involvement will be unique for each business, panelists will be reviewing *Section 6: Strategic Initiatives* of the application for this category.

For a champion of indigenous innovation, indigenous youth, and community involvement – please review the example below:

Previous MicroGrant Recipient: [Tyrone Bird – Firebird Mobile Fire Caddies](#). [Firebird-Mobile Fire Caddies | CTV News](#)

Category: Demonstrate a Drive for Success

Applications are completed to the best of applicant's ability, including demonstrating a drive for success for their business (startup or existing) throughout the application. This category is assessed as an overarching theme throughout the application, panelists will be reviewing based on the applicant's research of their industry, knowledge of their business, and any relating factors.

Category: Feasibility

Applications are completed to the best of applicant's ability, and the feasibility is realistic and congruent with the business description. The applicant will also include a thorough explanation and expense breakdown on utilization of the MicroGrant funds as well as how the funds will benefit the business.

Please Note: To achieve the highest rating, explanation on utilization of the MiroGrant funds must include copies of direct expense quotes and research where applicable. Applicants who list costs without providing direct expense quotes or research will be given the lowest rating and asked at the discretion of the panel to provide quotes, research, links, etc. where applicable.