

# Evaluation Questions

## CAP EVALUATION QUESTIONS

This section speaks to the competitive nature of this program. Please be detailed but concise. Your scoring will be based on your responses provided. **You do not need to complete this form; it is to be completed in the Survey Monkey Application**

### Vision & Plan

How do you plan to use the grant funds? Explain how the proposed grant-funded activities will help you reach your short- and long-term goals?

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### Experience & Capacity

Please describe the demonstrated experience you have, needed to execute your vision. Please describe the demonstrated experience your key staff and employees must have to execute your vision.

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### Community Impact

How does your business and/or the funded activity positively impact Norfolk communities and residents? Does your business and/or the funded activity positively affect low to moderate income Norfolk areas or low to moderate income Norfolk residents? If so, describe how.

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### Innovation & Scalability

Explain how the business' products, services and/or processes innovate in a way that creates a competitive advantage. Does your business possess the potential for significant and/or rapid growth? If so, explain.

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### Financial Status and Leverage

Based on the submitted Financial Projections, please explain the business' revenue goals, then further explain your financial strategies to achieve such goals. Please Explain how your financial projections align with your growth strategy mentioned above.

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