



Sonoma County Biomass Business Competition

Local Innovation • Sustainable Forests • Growing Small Business

www.Biomass.Biz

Phase One Scoring Criteria

Criteria 1: Solution/Product (weighted 30%)

Is the proposed business concept innovative? Does the concept directly utilize non-merchantable wood/biomass (biomass) as its main financial endeavor? Does the business grasp the various ways that biomass can be utilized and where to source the biomass? Does this help forest fuel reduction efforts and find an end-use for the removed biomass? Does the product help the county reduce air pollution, achieve carbon goals, or establish a long-term market for wildfire safe vegetation removal?

Scoring Guide:

- 0 The solution does not address wildfire safety, air pollution avoidance, and biomass utilization from forest restoration efforts.
- 1-2 The solution utilizes biomass but does not prioritize high hazard fuels/fuel reduction efforts or does not describe how the solution can partner with the greater network of professionals working in the region.
- 3-4 The solution has a general foundation to build a working business model that accomplishes high-value wood products but is not fully developed.
- 5 The solution has a solid understanding of what is needed and proposes a solution to source wood from fuel reduction projects and generate a reliable return on investment.

Criteria 2: Feasibility (weighted 20%)

Feasibility shall take into account the technical, economic, and social factors that will be required to successfully implement the business concept. While some wood product businesses are inherently complex, applicants should be able to identify potential risk elements of their business plan and address how they plan to mitigate risk, either through partnerships, plans to leverage financing, or other assets to help accomplish the proposed business plan.

Scoring Guide:

- 0 The plan is not feasible; the plan concept is unclear and cannot be carried out as described.
- 1-2 The plan does not demonstrate the entire scope of what is needed to implement a successful business model.
- 3-4 The plan demonstrates a general understanding of what is required to implement a successful business model and has made some initial connections and/or determined some specific startup activities to ensure the project's success.
- 5 The plan clearly identifies the full breadth of players and pertinent issues and demonstrates that it can address them to successfully accomplish the business plan.

Criteria 3: Value and Return (weighted 15%)

The business plan concept should articulate the potential profit from its project by utilizing supporting data such as market size, market competition, and identify the costs and the financial resources required for the proposed plan to be implemented and to be successful.

Scoring Guide:

- 0 The plan does not demonstrate adequate financial resources for implementation and/or anticipate a return on investment.
- 1-2 The plan demonstrates a temporary return on investment for a short period of time before loss of profits occur and/or it must be indefinitely funded through grants or other financial support. If this is unavoidable, the business plan should discuss the nature of the volatility and articulate how it will address this to continue operation or if the project will cease.
- 3-4 The plan demonstrates a good understanding of the costs of operation and where it can make net positive revenue, but it does not demonstrate a reliable ongoing source of revenue over an extended period of time.
- 5 The plan demonstrates that it has the resources to implement and operate the business concept, expects to make a reliable return over an extended period of time, and can reasonably project growth in human and financial capital.

Criteria 4: Caliber of Team (weighted 15%)

Does the applicant/team demonstrate that they can effectively leverage their experience, qualifications, and expertise to start or expand business?

Scoring Guide:

- 0 The applicant/team is not defined or does not describe how they have requisite qualifications to implement the business concept plan.
- 1-2 The applicant/team demonstrates little experience in business development, product management, or offers little technical competence to oversee the business plan.
- 3-4 The applicant/team demonstrates experience in business development but is relatively new to the wood product industry and will need to introduce themselves to the sector. The applicant/team should be able to articulate what connections are necessary and how they will make the connections.
- 5 The applicant/team demonstrates that they are highly competent in business development in the wood product industry and well connected to the issues and resources surrounding Sonoma natural and working lands.

Criteria 5 - Procurement Requirement (weighted 10%)

Does the business predominantly use biomass feedstock located in Sonoma County? The applicant must either be: (1) based out of Sonoma County or (2) have a business model that procures at least 51% feedstock from Sonoma. If the applicant does not satisfy either of these qualifications, they will be disqualified.

Scoring Guide:

- 0 Does NOT procure any biomass feedstock supply from Sonoma County.
- 1 Procures **20%** of feedstock from Sonoma County
- 2 Procures **40%** of feedstock from Sonoma County
- 3 Procures **60%** of feedstock from Sonoma County
- 4 Procures **80%** of feedstock from Sonoma County
- 5 Procures **100%** of feedstock from Sonoma County

Criteria 6 –Small Business Operating in Sonoma County (weighted 10%)

The Competition awards points to businesses who are based out of Sonoma. The applicant must either be: (1) based out of Sonoma County or (2) have a business model that procures at least 51% feedstock from Sonoma. If the applicant does not satisfy either of these qualifications, they will be disqualified.

Scoring Guide:

- 0 The small business will NOT physically located and operating out of Sonoma County.
- 5 The small business will be physically located and operating out of Sonoma County.

Scoring Tabulation:

Evaluation Criteria	Score (1-5)		Weight		Score	Max Possible
1 Solution / Product		x	.30	=		1.5
2 Feasibility		x	.20	=		1.0
3 Value and Return		x	.15	=		.75
4 Caliber of Team		x	.15	=		.75
5. Procurement		x	.10	=		.5
6. Based in Sonoma		x	.10	=		.5
						5

Additional Comments: