



Sonoma County Biomass Business Competition

Local Innovation • Sustainable Forests • Growing Small Business

www.Biomass.Biz

Phase Two Scoring Criteria

Criteria 1: Presentation Skills (weighted 65%)

Does the applicant effectively and clearly communicate their business concept? Does the applicant anticipate questions and address opportunities for impact? Do they confidently explain how their business can support fuel reduction products to find an end-use for the removed wood? Do they understand how their product can help the county reduce air pollution, achieve carbon goals, or establish a long-term market for wildfire safe vegetation removal?

Scoring Guide:

- 0 The presentation and the business concept are both unclear.
- 1-3 The presentation does not effectively present the concept well or is not presented confidently. The applicant does not demonstrate the capability to implement or expand their business concept to a working business model.
- 4-6 The presentation is delivered well but the applicant's business model does not show a clear connection to supporting the Biomass Business Competition's goals and objectives.
- 7-10 The presentation is clear and the applicant's business concept demonstrates a solid understanding of what is needed to source and utilize biomass to generate a reliable return on investment.

Criteria 2: Mastery of Economic Concepts (weighted 15%)

Does the applicant understand the basic economic concepts that are required to make their business concept succeed? Do they understand the cashflow of their business and the proper channels to continue financing their business after the BioBiz award?

Scoring Guide:

- 0 The applicant does not demonstrate working knowledge of the economic concepts necessary to get their business concept to succeed.
- 1-3 The applicant demonstrates a limited working knowledge of the economic concepts, but has a contractor or business partner who is required for their financial success.
- 4-6 The applicant demonstrates a general understanding of the economic concepts required to execute their biomass business concept, or has a strong economic background but has not previously worked with financing biomass products.
- 7-10 The applicant clearly demonstrates a working knowledge of the economics and has the financial acumen to successfully scale their biomass business concept and to continue leveraging financial tools post-award.

Criteria 3: Mastery of Technical Concepts (weighted 15%)

Does the applicant understand the basic technical concepts that are required to make their business concept succeed? Do they understand their process flow design of their business and do they have the skills to troubleshoot technical problems after the BioBiz award?

Scoring Guide:

- 0 The applicant does not demonstrate working knowledge of the technical concepts for their business concept to succeed.
- 1-3 The applicant demonstrates a limited working knowledge of the technical concepts, but has a contractor or business partner who is required for their technical success.
- 4-6 The applicant demonstrates a general understanding of the technical concepts required to execute their biomass business concept, or has a strong technical background but has not previously worked with wood product technology.
- 7-10 The applicant clearly demonstrates a working knowledge of the technical skills necessary to implement their biomass business concept and to successfully troubleshoot technical problems post-award.

Criteria 4: Response to Pitch Q&A (weighted 5%)

Does the applicant respond competently to the first phase supplemental questions and after their presentation during the Pitch Competition?

Scoring Guide:

- 0 The applicant does not respond.
- 1-3 The applicant responds but does not clearly and/ or accurately address the questions posed.
- 4-6 The applicant responds and addresses the questions posed, but doesn't deliver complete answers.
- 7-10 The applicant answers the questions fully and competently.

Scoring Tabulation:

Evaluation Criteria	Score (1-10)		Weight		Score	Max Possible
1 Presentation		x	.65	=		6.5
2 Economics		x	.15	=		1.5
3 Technical		x	.15	=		1.5
4 Q&A		x	.05	=		.5
						10

Additional Comments: