

# Small Business Grants Application Evaluation Rubric



At PFund, we work to facilitate grants in a responsible and ethical way; additionally, we value diversity and understand that our target audiences have specific needs and circumstances to consider. From first time business owners to seasoned entrepreneurs, we strive to be clear and transparent on how we award funds with our community reviewers.

This document is to be used by reviewers to guide the assessment of Equity Fund applications. We ask that all reviewers consider their own biases while reviewing applications (presented in your training) and we also ask that reviewers utilize this tool in weighing different aspects of an application and the individual or business behind the application. When using this tool, please consider that PFund grants are made possible by funders and sponsors for specific recipient criteria such as BIPOC, Queer, urban and/or rural businesses. PFund staff will use the criteria along with the community reviewer scores and notes to assign grant recipients. We also ask reviewers to uphold PFund's core tenets and practices of advancing and elevating equity for LGBTQ+ communities as they review each application.

We ask reviewers to consider the following:

- The strength of their business plan and business narrative
- How the applicants identity impacts their business
- Planned use of funds
- Learning goals for cohort participation & capacity building
- Analysis of business financials

Directions:

Please review the applications using the prompts and assign a corresponding score. Each narrative question can be ranked 0-5 using the assessment questions listed in the rubric. Three additional points will be assigned to applicants representing priority communities, for a total of 30 possible points.

All reviewers will contribute to an aggregated score which will rank all applicants for full group review. This tool will be used in your own initial evaluation process and also to differentiate similar ranking applicants. In addition to considering reviewers' initial reactions, this tool and additional feedback will be used to provide a second and in-depth look at an application's attributes which would assist making the final recommendations on moving an application forward. We encourage any reviewers with strong opinions on an applicant to take notes and provide a rationale on their rankings. There will be opportunities for reviewers to voice their opinions in our grant review sessions.

If you have any questions, please reach out to PFund staff at [info@pfundfoundation.org](mailto:info@pfundfoundation.org).

## Business Narrative & Plan

|                                                                                                                                                                                                                                                                                                                                                                                                          |                |             |              |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------------|--------------|---------------|
| <b>1. Business Narrative</b>                                                                                                                                                                                                                                                                                                                                                                             |                |             |              |               |
| Is it clear what this business does and why? Do you understand the history and inspiration for this business? Do you understand who this business serves and how? Do you understand the challenges and unique value proposition of this business?                                                                                                                                                        |                |             |              |               |
| 1: Not at all                                                                                                                                                                                                                                                                                                                                                                                            | 2: Very little | 3: Somewhat | 4: Very much | 5: Completely |
| Additional feedback:                                                                                                                                                                                                                                                                                                                                                                                     |                |             |              |               |
| <b>2. Business Plan</b>                                                                                                                                                                                                                                                                                                                                                                                  |                |             |              |               |
| Is the link between the need and the service or product provided clear? Is there a clear vision for the future of this business? Based on this business plan, is the service or product practical and financially viable? Is the service or product useful and explainable to the target customers? To what extent does the business plan demonstrate how the business will achieve their future vision? |                |             |              |               |
| 1: Not at all                                                                                                                                                                                                                                                                                                                                                                                            | 2: Very little | 3: Somewhat | 4: Very much | 5: Completely |
| Additional feedback:                                                                                                                                                                                                                                                                                                                                                                                     |                |             |              |               |
| <b>3. How has being both LGBTQIA2S+ and BIPOC shaped you and your business? What work have you done individually, or through your business, to unite, celebrate, support, and serve LGBTQ+ people, allies, or organizations?</b>                                                                                                                                                                         |                |             |              |               |
| Does the applicant explain how their identities shaped themselves and their business? Does the applicant bring a unique view or approach to their work from their background? To what extent does the applicant engage with and support the LGBTQ+ community?                                                                                                                                            |                |             |              |               |
| 1: Not at all                                                                                                                                                                                                                                                                                                                                                                                            | 2: Very little | 3: Somewhat | 4: Very much | 5: Completely |
| Additional feedback:                                                                                                                                                                                                                                                                                                                                                                                     |                |             |              |               |
| <b>4. How do you plan to use these funds if awarded and what impact will this have on your business?</b>                                                                                                                                                                                                                                                                                                 |                |             |              |               |
| To what extent will the funds have an impact on this business? Is there a clear connection between what the funds will be used for and the impact this grant will have on the business?                                                                                                                                                                                                                  |                |             |              |               |
| 1: Not at all                                                                                                                                                                                                                                                                                                                                                                                            | 2: Very little | 3: Somewhat | 4: Very much | 5: Completely |
| Additional feedback:                                                                                                                                                                                                                                                                                                                                                                                     |                |             |              |               |

5. In addition to grant funds, we also provide capacity building, including monthly learning sessions, mentorship and networking. What would you want to learn, achieve or get from participating in the cohort? How could participating in these monthly learning sessions help your business?

Does the applicant address all aspects of the prompt and provide concrete examples? To what extent does the applicant express interest in participating in cohort activities? Does the applicant share ideas about how capacity building could help their business?

1: Not at all

2: Very little

3: Somewhat

4: Very much

5: Completely

Additional feedback:

#### 6. Financial Analysis

Are the financial statements as sophisticated and detailed as you would expect for this business, given its business plan, age and size? Did the applicant provide any additional information required to understand anything unique about their financial position?

1: Not at all

2: Very little

3: Somewhat

4: Very much

5: Completely

Additional feedback:

Additional notes and overall feedback on the application (anything you want to make sure to remember/ask about/bring up on review day?):