



WHITESBORO ECONOMIC & INDUSTRIAL DEVELOPMENT CORP.

Partnering with Your Business to Grow Business

**ECONOMIC IMPACT BUSINESS APPLICATION FORM
WHITESBORO TEXAS Economic Development TEAM**

PROPOSAL # _____ (assigned upon receipt by office)

NAME & TITLE: _____

COMPANY: _____

CONTACT PERSON(S) & CONTACT INFO: _____

INSTRUCTIONS:

- a. Please provide a written response to each question. Narrative comments will assist with the overall rating by the Whitesboro Economic Development Corporation (WEDCO) or the Whitesboro Industrial Development Corporation (WIDCO) Board of Directors.
- b. Answers to all questions are very important. However, the numerical scores are not weighted, nor is there a formula for computing overall rating.
- c. The WEDCO and WIDCO Board of Directors will score each question on a scale from 1 to 10 (1 = **Lowest**; 10 = **Highest**).
- d. For **start-up** companies, please complete **pages 1-4**. All other companies complete pages 1, 2 and 3 only.

Attention: Applicant, please ignore the Score Section. It is to be completed by the Reviewing Team. Please add remarks to the questions as best described for your business request (use extra paper when needed). Question(s) contact Janis Crawley, Economic Development Director 903.564.3311 or on cell 903.436.6646.

1. **Product or Process Being Commercialized.** Adequately describe the product or process or service to be developed and its role within the company's core business? Does the project contribute significantly to the company's product or capabilities?

Score:

Remarks:

2. **Market Analysis.** Adequately assess the market for this product, process, or service? Clearly articulate the competitive advantage? Have you addressed the competition? Explain.

Score:

Remarks:

3. **Company's Project/ Commercialization Plan.** Consider commercialization strategy, further development, ability to finance full commercial development, etc. Show resources, capability and commitment to carry through?

Score:

Remarks:

4. **Accuracy or Credibility.** Consider competition, management experience, potential product acceptance sales cycle, financial forecasts, etc.

Score:

Remarks:

5. **Economic Impact Projections.** Measurable results: estimate of jobs, increased sales, improved competitiveness, revitalization of an industry, etc. Consider impact relative to company's size and stage of development.

Score:

Remarks:

6. **Other Considerations.** Is the company incubator affiliated, in a unique market space, underserved economic area, a university spin out, etc? Is the project likely to benefit Whitesboro in a unique way?

Score:

Remarks:

7. **Importance of Project to Company's Future.** If large company, consider importance to division or Whitesboro operation. No matter the size of the company, how will WEDCO/WIDCO assistance/partnership affect the overall operations of your business?

Score:

Remarks:

8. **OTHER COMMENTS:**

9. **Please tell us how you heard about the Whitesboro Texas Economic Development Team:**

Send the original application with any attachments (Business Plan, SWOT Analysis, And Financial Information) along with one (1) copy to:

Janis Crawley
Economic Development Director
City of Whitesboro
111 West Main / P.O. Box 340
Whitesboro, Texas 76273
903.564.3311 office
903.436.6646 cell
Email: edc@whitesborotexas.com

All information is kept confidential with the Economic Development Team.

OVERALL RATING:

Poor Fair Good Very Good Excellent

Economic Impact Business Application (continued)

FOR START-UP COMPANIES ONLY:

A. Completeness of business plan executive summary (please check off): The following business plan information must be included with application (call for assistance).

- | | | | |
|--------------------------|--------------------|--------------------------|-------------------------|
| <input type="checkbox"/> | nature of business | <input type="checkbox"/> | management |
| <input type="checkbox"/> | company objectives | <input type="checkbox"/> | sales plan |
| <input type="checkbox"/> | market factors | <input type="checkbox"/> | financials (actuals) |
| <input type="checkbox"/> | competition | <input type="checkbox"/> | financials (pro formas) |

APPLICANT MUST ANSWER THE FOLLOWING QUESTIONS, FOR ALL **NO** ANSWERS, PLEASE WRITE AN EXPLANATION.

B. Is executive summary satisfactory for company evaluation?

- Yes No

If No Explain:

C. Are your comments about the start-up company's chances for success addressed in the business plan and included in a SWOT analysis? (strengths, weaknesses, opportunities, threats)

- Yes No

If No Explain:

D. Would the Whitesboro Texas Economic Development Team consider this company to be worthy of further investigation?

- Yes No

If No Explain:

E. Your opinion, is the company on a reasonably good footing and worthy of WEDCO / WIDCO Assistance?

- Yes Questionable No

If No Explain: