

FY20 MMU JUDGING CRITERIA

VALUE CREATED BY PRODUCT OR SERVICE

- What is the product that your company will make or the service it will provide
- Is there a clear customer need being satisfied?
- How does this plan address a Hawai'i Island opportunity?
- Why is your product or service important to the ag industry in Hawai'i?
- Wow factor! What is new and exciting about your proposal?

MARKET OPPORTUNITY & COMPETITIVE ADVANTAGE

- What market is being served by your company?
- How large is the market and how fast is it growing?
- Can this product/service achieve a leadership position in its market?
- How will the proposed product/service be positioned in relation to competitors?
- How will the venture produce and distribute the product or service?
- How long will it take you to get to market?
- How will you sustain your uniqueness and market advantage?

CAPABILITY OF MANAGEMENT TEAM

- What demonstrated skill set does the team possess?
- If new to agriculture, how/why do you think you will excel?
- What roles will the current team members play?
- How will gaps in the management team be filled?
- How have team members demonstrated leadership and initiative in other aspects of their life?

ALIGNMENT WITH 5-VALUES & KS 'ĀINA PLAN

- **EDUCATION**
 - Does your proposal include any educational component?
- **CULTURAL**
 - Does your proposal consider and/or incorporate traditional and customary practices or Native Hawaiian agricultural practices?
- **COMMUNITY**
 - What are the direct and indirect benefits to the agricultural community
 - Do you have any ties or plans to establish ties to the community-at-large?
- **ENVIRONMENT**
 - What are your land stewardship and Best Management Practices?
 - How does your proposal fit to the specific parcel of land you are interested in leasing?
 - Are there any positive or negative effects on surrounding farms?
- **ECONOMIC**
 - What type and amount of upfront capital investment is required?
 - Where will the investment capital come from and what is the proposed ownership structure?
 - How long will it take the venture to be financially self-supporting?
 - How will the venture be financed until it is cash-flow positive?
 - What is the expected return on investment?