



“FIT TO WIN” Evaluation Tool: A New Business Evaluation Guide for the EDO

Strategically, more EDO's are taking a hard look at what new business is worth pursuing – to determine whether there's a good fit and a high potential for a positive economic impact. The “Fit to Win” evaluation tool contains fundamental, yet critical, factors to consider before pursuing a new investment target or when deciding to respond to a site consultant RFP. Assign points from 4 to 0 for each question below to help determine whether your EDO should pursue the business:

Points Assigned

- | | |
|--------------------|-----------------------|
| 4 = Strongly agree | 1 = Disagree |
| 3 = Agree | 0 = Strongly disagree |
| 2 = Neutral/maybe | |

- I. Is the business a good fit, strategically?**
 - a. This business is in an industry within our target industry list _____
 - b. The business can be leveraged to strengthen or form an industry cluster _____
 - c. The business is a “name” or type that will foster other opportunities _____
 - d. The company has a global presence and/or markets _____
 - e. The company will contribute “high-knowledge” jobs to our economy _____
 - f. The company is a primary or service exporting industry _____

- II. Is the business a good fit, culturally?**
 - a. We have thoroughly researched the prospect's reputation _____
 - b. The prospect has a history of good business practices _____
 - c. The prospect has a track record of longevity and community involvement _____
 - d. The business will not adversely impact other community resources _____

- III. Is the business a good fit, financially?**
 - a. Impact analysis demonstrates a positive ROI on incentives granted _____
 - b. Wages are sufficient to increase the per capita income of our area _____
 - c. The company's long-term growth potential will contribute to a growing tax base _____
 - d. The company's incentive expectations are within our ability to provide _____
 - e. The company's Investment decision will be made within 12 months _____

- IV. Is the business a good fit in terms of sustainability?**
 - a. There would be no adverse impact on existing industries _____
 - b. The company will use an existing building or site _____
 - c. The company's labor needs can be served locally _____
 - d. The company's infrastructure needs will not contribute to sprawl _____
 - e. The company poses no environmental or safety concerns for the community _____

- V. How competitive are we? (Be RUTHLESSLY honest.)**
 - a. We have the time and resources to service the information request _____
 - b. Pursuing this prospect is sound business, not wishful thinking _____
 - c. We are formidable competitors within the context of this project _____
 - d. Our questions about this prospect have been adequately answered _____
 - e. We have researched the prospect independently, and are not relying solely on the RFP/consultant for background information _____

Our Total Points _____

- TOTAL POINTS: *After assessing the business fit, should we pursue?***
- 80–100** Pursue aggressively. This project appears to be a high value match and we have what it takes to win.
 - 60–80** Seems to fit our community and goals. Should be worth the time and effort.
 - 40–60** Marginal value to community. Seriously consider before pursuing.
 - 20–40** Not a good fit, long odds. It's better to walk away and use resources on higher value projects.
 - 0–20** Does not fit and may be detrimental to community. Run, don't walk, away from this project.