



Indiana Arts Commission

FY25 The Creative Leap Scoring Rubric

Instructions for Reviewers:

You will be asked to assign a score of 1 (No) to 3 (Yes) to a single question or group of questions within each criteria section of the application.

Scoring:

The scores for an individual question or group of questions in a criteria section are averaged for a score of 1 to 4 for the relevant criteria section. The criteria section scores are then averaged, applying section weights represented by percentages to produce a final score for funding consideration.

Additional Notes:

- Do not compare an application to another application. Each grant application should be reviewed on its own merits against the evaluation criteria.
- Scoring on grammar or writing skills is not part of the evaluation criteria. Focus on the information provided.

SECTION 1: CORE BUSINESS (60%)

	QUESTION ASKED: Provide your artist Statement	QUESTIONS ASKED: Provide your business mission statement or unique value proposition	QUESTION ASKED: List current offered products or services	QUESTION ASKED: Describe your core audience or target customer
3 – YES	The creative entrepreneur articulates their creative discipline as well as their own artistic vision and perspective in a declarative statement.	The creative entrepreneur provides an established mission statement or separate asserting statement that expresses the unique value proposition of their business that aligns thoroughly with their artist statement.	The offerings of the business are clearly defined and described in detailed.	The business has a clearly defined target customer or core audience
2 – SOMEWHAT	The creative entrepreneur somewhat explains their creative discipline as well as their artistic perspective in a declarative statement.	The creative entrepreneur provides somewhat of an asserting statement that describes the unique purpose and intent of their business that aligns with their artist statement.	The offerings of the business are listed and vaguely detailed.	The business is somewhat aware of who their target customer and core audience is and can vaguely describe them
1 – NO	The creative entrepreneur does not provide a declarative statement and provides a basic description of their creative discipline, and their artistic vision is vague.	The creative entrepreneur provides a vague and fragmented statement that expresses the mission and unique value proposition of their business. The statement does not align with their artist statement.	The offerings of the business are not clearly defined and lack clear details.	The business is unaware of who their target customer is and has not honed in on a core audience

SECTION 1: CORE BUSINESS - Continued (60%)

	UPLOAD: Provide your most recent profit and loss statement	QUESTIONS ASKED: On-Ramp Alum OR familiarity with business professional development
3 – YES	A clear and recent (schedule c-1040, 2024-2025)profit and loss statement has been provided that demonstrates zero balance or positive net income. The statement does not demonstrate a negative net income.	The creative entrepreneur is an alum of the On-Ramp Creative Entrepreneur accelerator or has taken initiative to participate in other professional development opportunities focused on business administration. They can describe key takeaways that have benefitted their business acumen or professional trajectory.
2 – SOMEWHAT	Profit and loss documentation from 2022-2023 or before is provided that demonstrates zero balance or positive net income. The statement does not demonstrate a negative net income.	The creative entrepreneur has participated in previous professional development opportunities focused on business administration. They can somewhat describe how they have benefitted from the experience(s).
1 – NO	Profit and loss documentation from 2021 or older is provided. The statement demonstrates a negative net income.	The creative entrepreneur is not an On-Ramp alum and has not participated in professional development opportunities focused on business administration.

SECTION 2: EMERGING OPPORTUNITIES (20%)

	QUESTION ASKED: Financial or Cash flow goal to achieve in the upcoming six to eight months.	QUESTION ASKED: Marketing goal to achieve in the upcoming six to eight months.
3 – YES	The creative entrepreneur has provided one clearly articulated SMART goal related to their business’ financial opportunities that align with their current profit and loss statement and can be achieved in the next six to eight months	The creative entrepreneur has provided one clearly articulate SMART goal related to their business’ marketing opportunities that align with the business UVP and/or target customer
2 – SOMEWHAT	The creative entrepreneur expresses a vague goal related to their business’ finances within the next calendar year	The creative entrepreneur expresses a vague goal related to their business’ marketing goals within the next calendar year
1 – NO	The creative entrepreneur does not provide a clear goal related to their business’ financial opportunities	The creative entrepreneur does not provide a clear goal related to their business’ marketing opportunities

SECTION 3: LONG - TERM GOALS (20%)

	QUESTION ASKED: Creative or personal goals to achieve in six months to three years.
3 – YES	The creative entrepreneur has clearly defined two or more SMART goals unrelated to finances and marketing and expresses motivation to complete them to propel them as an artist or creative entrepreneur
2 – SOMEWHAT	The creative entrepreneur has somewhat defined two or more goals unrelated to finances and marketing
1 – NO	The creative entrepreneur has not expressed at all or expressed vague goals unrelated to finances and marketing