

Entrepreneur Evaluation 1/2

	0	2	4	6	8	10
Interesting concept?	Of no interest to anyone	Of little interest and then only to a few	Interesting to some	Piques interest, calls for further investigation	Piques great interest, warrants a phone discussion	Fascinating, a visit is in order
Product or Service	Only an idea	Some basic tests which show potential	A first, rough prototype	Prototypes with some development still needed	Fully functional prototypes at customers	Already selling to paying customers
Intellectual Property Advantage	Unknown	Little of value	Some know how	Proprietary know how	Patents or applications	Significant and highly defensible IP
Value to Customer	Unknown	Unclear or low	Recognizable, but only some value	Value clear, but not quantifiable	Value clear, but only moderate	Very clear; can quantify a high ROI
Market Size	No market	Stagnating or diminishing market	Very small (<\$5M) market	Small (<\$20M), but growing	Moderate (<\$100M) growing market	Large (<\$1B) booming market
Customer Segment	Target group not defined	Target group only vaguely defined or too broad	Target group defined, but hard to recognize or reach	Target group defined, no market segmentation	Market segmentation and target group clear	Market segmentation is persuasive, target group clear
Revenue Model	Unknown	Outlines, but unclear or poorly defined	Defined revenue model, but unrealistic	Realistic revenue model	Clearly defined revenue model with limited sources of revenue	Clearly defined revenue model with multiple sources of revenue
Sales/Marketing Strategy	No strategy	Individual ideas, but on the whole unclear	Outline of strategy recognizable, but with clear gaps	Strategy clearly recognizable, but modest gaps	On the whole clear, consistent, and complete strategy	Very convincing and promising strategy; high penetration quickly expected

Entrepreneur Evaluation 2/2

	0	2	4	6	8	10
Competition	Not known	Identified by name but with little assessment	Significant and active competition	Competition active or expected in the short term	Weak competition active or expected, but limited barriers to entry	No competition established or expected in short term; significant barriers to entry
Management Team	No notable experience and/or abilities	Technology or domain experience only	Domain expert or technical and sales/marketing expertise	A team with notable experience but all major areas not covered	Team with notable experience and a solid CEO with prior successful startups	IPO bankable CEO and team
Implementation Plan	Unaddressed	Unrealistic and incomplete	Not very realistic with significant gaps	Fairly realistic but planning incomplete	Realistic and thorough planning	Highly realistic, easy to follow and thoroughly planned
Financial Planning	Critical assumptions not presented	Planning and expected return based on unrealistic assumptions	Planning and expected return based on somewhat realistic assumptions	Planning and expected return based on realistic assumptions but return not attractive	Planning and expected return based on realistic assumptions and return is attractive	Planning and expected return based on realistic assumptions and return is highly attractive
Overall Impression	On the whole, little point in pursuing the business concept; has little potential, the planning is not well structured, and the presentation careless	Contains several interesting aspects, but in its present form, the overall concept is not very persuasive	Contains a number of interesting elements possibly worth pursuing, but overall the concept has clear weaknesses in potential, planning, or presentation	On the whole, interesting and possibly worth pursuing but planning and presentation have definite weaknesses	On the whole, attractive and worth pursuing; a business concept with great potential, good prospects for success, and a convincing presentation	On the whole, highly attractive and persuasive in all main aspects. A business concept with great potential, clear prospects for success, and an inspiring presentation