

# EXECUTIVE SUMMARY JUDGING CRITERIA



Please rank the following categories on a scale of 1 (poor), 2 (fair), 3 (good), 4(very good), 5 (Exceptional) – and then provide any comments below.

<b>OVERALL OPPORTUNITY</b>	<b>Rank (1 – 5)</b>
1. Interesting service or technology that would prove valuable in the marketplace:	
2. Overall size and understanding of the market:	
3. Trends that contribute to the company’s growth potential:	
4. Clear definition of product/service <u>and</u> value to customers:	
5. Probability that prospective customers would buy product/service:	
6. Indication of competitive differentiators:	
7. Safeguards for intellectual property and proprietary rights:	
8. Sense for pricing approach:	
<b>Comments on Overall Opportunity:</b>	
<b>THE TEAM AND PLAN</b>	<b>Rank (1 – 5)</b>
1. Team has specific knowledge and experience that makes them appropriate for this venture:	
2. Team displays passion for the idea and shows commitment to the new venture:	
3. Team’s advisory board validates the opportunity and can contribute to the success of the venture:	
4. Team plans to fill gaps in management team and advisory board:	
1. Degree to which overall business model is compelling and realistic	
2. Degree to which team has clear plan for using investor funds to reach positive cash flow:	
3. Compelling exit strategy or result for investors:	
8. Executive Summary is clear and well written:	
9. Attention to detail and form (typos, misspellings, bad grammar):	
10. Likelihood that investors would want to see business plan and term sheet:	
<b>Comments on The Team:</b>	

# ELEVATOR PITCH JUDGING CRITERIA



Please rank the following categories on a scale of 1 (poor), 2 (fair), 3 (good), 4 (very good), 5 (Exceptional) – and then provide any comments below.

<b>CONCEPT AND MARKET</b>	<b>Rank (1 – 5)</b>
1. How well did you grasp the nature of the business opportunity?	
2. To what degree was it clear that the team had an understanding of the industry and competition?	
3. To what degree were you persuaded that this team’s product is solving an unmet need in the marketplace?	
4. To what degree do you feel that this team’s product has a competitive advantage in the marketplace?	
Comments:	
<b>THE DEAL</b>	<b>Rank (1 – 5)</b>
5. Degree to which the overall business model is compelling and realistic.	
6. Team clearly described the investment needed, how it would be used and milestones that would be achieved.	
7. Likelihood that investors would want to see business plan and term sheet:	
Comments:	
<b>THE TEAM AND PRESENTATION</b>	<b>Rank (1 – 5)</b>
8. Team has necessary communication skills to present a compelling story.	
9. Presentation was clear and to the point.	
10. Team engendered confidence in their ability to execute and grow the business.	
11. Team is committed, enthusiastic and exhibits a high degree of entrepreneurial passion.	
12. Team is credible: has specific knowledge and experience that makes them appropriate for this venture.	
Comments:	

# BUSINESS PLAN JUDGING CRITERIA



Please rank the following categories on a scale of 1 (poor), 2 (fair), 3 (good), 4 (very good), 5 (Exceptional) – and then provide any comments below.

<b>OVERALL OPPORTUNITY</b>	<b>Rank (1 – 5)</b>
1. Trends that contribute to the company's growth potential and expected penetration over time:	
2. Size of the market: currently and conditions that will impact market size over time:	
3. Ability to achieve sufficient market share to support revenue plan:	
4. Clear articulation of the best market segment(s):	
5. Clearly defined product/service:	
6. Pricing plan and rationale thereof:	
7. Proof that demand exists for the product; probability that prospective customers would buy product/service:	
8. Indication of competitive differentiators and strategy to capture and maintain advantageous position in market:	
9. Safeguards for intellectual property and proprietary rights:	
10. Seasoned investors are showing strong interest in the venture:	
<b>Comments on the Overall Opportunity:</b>	

# BUSINESS PLAN JUDGING CRITERIA



<b>MANAGEMENT TEAM</b>	<b>Rank (1 – 5)</b>
1. Team has specific knowledge and experience that makes them uniquely qualified to create and grow this venture:	
2. Plan convinces reader of team's resourcefulness, creativity, and commitment to get revenue and grow the business.	
3. Strength of advisory team:	
4. Roles of team members are clearly articulated and aligned with experience, expertise that this venture requires:	
5. Team plans to fill gaps in management team and advisory board:	
<b>Comments on the Management Team:</b>	
<b>THE DEAL</b>	<b>Rank (1 – 5)</b>
1. Clear and reasonable milestones, with time line:	
2. Clear statement of funding that is needed and how it will be used:	
3. Appropriateness of revenue plan:	
4. Appropriateness of expense projections:	
5. Appropriateness of headcount and personnel plan:	
6. Appropriateness of capital expenditures:	
7. Degree to which team has clear plan for reaching positive cash flow:	
8. Possible exit strategy with good result for investors:	
9. Clear statement of the securities being offered and their valuation:	
10. Business appears sustainable and offers a fair return.	
<b>Comments on the Deal:</b>	

# BUSINESS PLAN JUDGING CRITERIA



OPERATIONS	Rank (1 – 5)
1. Clear and reasonable milestones, with time line:	
2. Clear and reasonable plan to design and manufacture product or deliver service offering:	
3. Distribution plan/channel strategy that is sensible:	
4. Affordable sales and customer acquisition plan that shows solid demand for offering:	
5. Sensible plan for finance, administrative, and back office functions:	
<b>Comments on Operations:</b>	
OTHER FACTORS	Rank (1 – 5)
1. Plan is clear and well written:	
2. Plan reflects considerable thoughtful and careful analysis on risks, and how to grow company despite uncertain environment:	
3. Attention to detail and form (typos, misspellings, bad grammar):	
4. Convinces reader that business is going to achieve success:	
<b>Comments on Other Factors:</b>	

# FINAL PRESENTATION JUDGING CRITERIA



Please rank the team in the following categories on a scale of 1 – 5:  
 1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = exceptional

<b>OVERALL OPPORTUNITY</b>	<b>Rank (1 – 5)</b>
1. Overall market size:	
2. Competitive strengths:	
3. Business Potential:	
<b>Comments on Overall Opportunity</b>	
<b>THE DEAL</b>	<b>Rank (1 – 5)</b>
1. Exit potential:	
2. Attractiveness of valuation:	
3. Clarity of how investment is used:	
<b>Comments on the Deal</b>	
<b>TEAM</b>	<b>Rank (1 – 5)</b>
1. Experience level:	
2. Motivation:	
3. Committed and Passionate:	
<b>Comments on the Team</b>	

# FINAL PRESENTATION JUDGING CRITERIA



<b>TEAM PRESENTATION AND EFFECTIVENESS</b>	<b>Rank (1 – 5)</b>
1. Well prepared and professional:	
2. Ability to execute and grow the business:	
3. Listened well and responded effectively:	
<b>Comments on Team Presentation and Effectiveness</b>	
<b>OPERATIONS</b>	<b>Rank (1 – 5)</b>
1. Clarity of milestones:	
2. Reasonableness of expense plan:	
3. Displays understanding of operational issues that could effect growth	
<b>Comments on Operations</b>	
<b>MARKET UNDERSTANDING</b>	<b>Rank (1 – 5)</b>
1. Good understanding of existing market:	
2. Understands and defined customer demand:	
3. Offers and articulates competitive advantage	
<b>Comments on Market Understanding</b>	