

<b>Overall concept</b>	<p><b>Does the company address a clear and large market need with an innovative solution?</b></p> <p>4 = a compelling concept addresses large unmet market need; potentially disruptive to current market leader(s).</p> <p>3 = concept addresses clear need in market with no dominant competitors.</p> <p>2 = concept addresses market need currently served by a number of strong competitors.</p> <p>1 = concept doesn't address strong need in market served by other competitors.</p>
<b>Market Opportunity</b>	<p><b>Is the market size and opportunity large enough to make this a compelling business?</b></p> <p>4 = significant global market with no dominant competitor.</p> <p>3 = large global market with strong competitors, but no clear leader.</p> <p>2 = modest market, primarily domestic, strong established competitors.</p> <p>1 = small total addressable market; many dominant players.</p>
<b>Competitive Landscape</b>	<p><b>Are there significant or dominant competitors? Has the company constructed strong differentiation and/or barriers to entry?</b></p> <p>4 = no single dominant competitor, and solution is clearly differentiated and/or disruptive.</p> <p>3 = multiple competitors but no dominant player; solution is differentiated vs. competitors.</p> <p>2 = many strong competitors and solution is not clearly differentiated.</p> <p>1 = many dominant players and incumbent competitor "owns" consumers. Solution is not well differentiated.</p>
<b>Product Execution</b>	<p><b>How much work from concept to current status? Smart engineering, good use of technology? Degree of product/market fit?</b></p> <p>4 = product is complete, first version in market, first customers acquired, strong product/market fit: users love the product.</p> <p>3 = product is in beta test w/ early customer feedback, adoption, modest product/market fit: users enjoy the product.</p> <p>2 = product is alpha/prototype, not ready for market exposure, nominal product/market fit: users interested in the product.</p> <p>1 = product is concept and/or first prototype only.</p>
<b>Business Execution</b>	<p><b>Partner deals? Customers? Distribution? Go to market strategy clear, being executed and demonstrating traction?</b></p> <p>4 = established operations, key staffing; established partners/distribution, strong and rapidly accelerating traction.</p> <p>3 = corporate frameworks, staffing in place, building partner and customer network, strong or accelerating traction.</p> <p>2 = company incorporated, first key hires made, limited traction.</p> <p>1 = founders have not incorporated company, limited traction.</p>
<b>Team</b>	<p><b>Right people, with the right experience and/or talent to make this business successful? Do they know what they don't know?</b></p> <p>4 = complete management team with relevant experience for market opportunity.</p> <p>3 = management team near-complete, strong experience in market segment.</p> <p>2 = founder(s) knows market &amp; has credibility, missing key team members/skills.</p> <p>1 = founder lacks critical skills, missing key players for technology &amp;/or business execution.</p>
<b>Business Model</b>	<p><b>Will it work in today's market?</b></p> <p>4 = clear, proven revenue model &amp; customer acquisition model with metrics to demonstrate working model.</p> <p>3 = business model determined, revenue OR customer acquisition model proven.</p> <p>2 = business model vague, revenue concepts not tested.</p> <p>1 = no clear path to revenue.</p>

