<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
<th>Scale</th>
<th>Needs work</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1. Market Opportunity / Strategy</td>
<td>Is there a clear market need and a plan to take advantage of the need? *</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>○ ○ ○ ○ ○ ○ ○ ○ ○ ○</td>
<td>Excellent</td>
</tr>
<tr>
<td>Q2. Competitive Advantages</td>
<td>The product or service is something unique that has a protectable competitive advantage in the proposed market. *</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>○ ○ ○ ○ ○ ○ ○ ○ ○ ○</td>
<td>Excellent</td>
</tr>
<tr>
<td>Q3. Management Capability</td>
<td>The team has the skills and experience to develop this company and monetize the idea. *</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>○ ○ ○ ○ ○ ○ ○ ○ ○ ○</td>
<td>Excellent</td>
</tr>
</tbody>
</table>
Q4. Customer Discovery

The number of interviews/tests should be adjusted for industry, product type (web vs physical product), and business type (B2B vs B2C). The overall quality of tests should also be taken into account—interviews are high quality, surveys & focus groups are much lower quality.

Demonstrated/validated the business model by conducting customer interviews and high quality experiments. *

1 2 3 4 5 6 7 8 9 10

Needs work ○ ○ ○ ○ ○ ○ ○ ○ ○ Excellent

Q5. Financial Understanding

The team has a solid understanding of the financial requirements of the venture. *

1 2 3 4 5 6 7 8 9 10

Needs work ○ ○ ○ ○ ○ ○ ○ ○ ○ Excellent

Q6. Roadmap / Growth Strategy

The team has engaged in a short and long-term planning and has considered strategies for growth. *

1 2 3 4 5 6 7 8 9 10

Needs work ○ ○ ○ ○ ○ ○ ○ ○ ○ Excellent
Q7. Sustainable Business Model

The team understands and can communicate their core business model. They are most likely to develop a sustainable venture. *

1  2  3  4  5  6  7  8  9  10

Needs work ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Excellent

Comments: Please add any comments you have for this team. They will be shared with the team after the competition.

Your answer