

TDF - Project Business Model Judging /Evaluation Form

TDF04-(---)

The following criteria are to be used to evaluate written business plans:

NOTE: Scoring based on 1 (lowest) to 5 (highest), with 3 being of the caliber to advance with amendments.

Title:

Team Name (PI; Co PI and Industrial partner): _____

Name of Institute/Organization of PI: _____

Judge Name (Your name will not be associated with the feedback sent to the researcher/applicant (this is just scoring record): _____

Serial No		Score based on 1 (lowest) to 5 (highest):
1.	Principal Investigator: qualification; expertise; professional experience towards applied research; (any NDA or MTA signed or License given to industry, Patents if any etc.) Do you believe the team has presented a feasible solution?	
2.	Customer problem/need to be solved: Does the team provide a clear and compelling presentation of the problem, its scope and the impact on customers?	
3.	Product/Service Solution: Does the team describe the key features and benefits, pricing, current state of development and proprietary position- Solution was clearly understood? Will the proposed product/process utilize local raw materials, human resource and is matched with partner production capacity?	
4.	Market Opportunity/ Value proposition: Have they adequately described the market and economic opportunity? (Clear description of the size (RS), growth potential and composition of the market) Have they clearly stated their value proposition? Is it a viable model?	

	(Clear and convincing description of how the new /value added product/service addresses the customer need and benefits are quantified)	
5.	Competitive Strategy: Has the team analyzed its competitive space? (Who is doing similar things in their market?) Does the summary clearly identify the company's/or product innovation (in case initial competitive advantage or differentiator?) Does the team have an adequate strategy for defending their market position?	
6.	Go to Market Strategy: Is it clear how the product will reach its initial customer? Does the summary clearly identify a sales strategy? Is the distribution plan clearly defined and reasonable?	
7.	Management Team: Does this management team have the skills required to execute the plan? Does this team have the experience to lead a new venture? (if applicable to this project submitted) If this management team is weak in either necessary skills or experience do they list the advisors and mentors?	
8.	Operations: Does the team have a plan for production, operating complexity and resources required?	
9.	Financials: Are the financials consistent with the overall plan? Are the assumptions realistic? Are contingencies and exit strategies addressed? Does the plan describe the funding/resources required to execute the plan? Are the financials complete and properly annotated? Requirements: • Income Statements 5 years (first year by quarter) • Balance Sheet 5 years • Cash Flow Statement or Sources and Uses of Funds 5 years (first year by quarter).	
10.	Offering and future Investment Analysis: Would you invest? The amount, timing, and use of the future investment sought are clear.	

TOTAL SCORE OBTAINED: _____

Signature of the Evaluator: _____