

## BUSINESS INNOVATION CRITERIA

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### Can the concept work?

\_\_\_/10

- The team understands the problem and the customer who has the problem.
- The team has a solution that promises to deliver unique value to customers relative to existing offerings.
- The team appears to have a financially viable business model.
- The team has developed a promising strategy for going to market.

### What impact will it make if it does?

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- The market size is attractive and the team can capture a meaningful share.
- The business model can be quickly and efficiently scaled.
- The team possesses a sustainable competitive advantage.

### Can this team succeed?

\_\_\_/5

- This team demonstrates exceptional qualities such as persistence, creativity, ingenuity, passion, storytelling or other intangibles that will influence its odds of succeeding.
- The team possesses the requisite skills and resources to develop and execute the model.

**Total Score: \_\_\_/25**

**Comments:**