



BUSINESS INNOVATION CRITERIA

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?

___/10

- 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: