

<b style="font-size: 1.2em; color: green;">VentureNet Iowa Review Panel - Evaluation Form	Proof of Commercial Relevance
Company:	Location:
Evaluation Date:	

1 Target Market Sector	[x]
Information Technology	[]
Bio/Life Sciences	[]
Advanced Manufacturing	[]
Value-added Agriculture	[]
Clean-tech/ Renewable Energy	[]
Other: (please explain)	[]

Comments

2 Technology; Product; Service	Yes	No	Unclear/Unknown
Proof-of-concept has been demonstrated			
Intellectual Property opportunity/requirements studied			
Proprietary IP (patents, trade secrets etc.) is defensible			
Unique, competitive - product is commercializable			

Reviewers Assessment: Technology/Product/Service	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

3 Value Proposition	Yes	No	Unclear/Unknown
Product/solution - addresses defined problem or need			
Product/solution - provides significant advantage/gain over current solution			
Company has developed functional/demonstrable minimum viable product (MVP)			
Product/service completed / market ready			

Reviewers Assessment: Proposition Section	Value	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

4 Management Team	Yes	No	Unclear/Unknown
Founders have a realistic view of role in company			
Leadership shows previous similar direct experience			
Complete team with relevant knowledge and full time commitment			
Appropriate Mentors, Advisors and/or Board in place			
Committed to growing business in Iowa			
Majority of key company management residing in Iowa			
Strategic partners / Networking capabilities			

Reviewers Assessment: Management Team Section	Value	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

Based upon the Technology/Product/Service, Value Proposition & Management Team sections above.

Is this project ready for presentation to the Technology Commercialization Committee?

Yes

No

5 Customer/Market Segments

Prospective customer believes problem is significant/acute
Company can define the target market segment
Market is demanding product/solution
Market segment is significantly large/substantial to support business

Yes

No

Unclear/Unknown

Reviewers Assessment:
Customer/Market Section

1 - Poor

2 - Marginal

3 - Fair

4 - Good

5 - Excellent

Comments**6 Marketing/Sales/Distribution**

Differentiates idea from the competition
Has developed a competitive matrix
Has identified channels through which customer will be reached
Defined marketing plan for product launch completed
Sales/distribution plan completed (includes value chain)
Identified potential strategic partners/relationships

Yes

No

Unclear/Unknown

Reviewers Assessment:
Marketing Strategy Section

1 - Poor

2 - Marginal

3 - Fair

4 - Good

5 - Excellent

Comments**7 Business Model**

Developed/articulated revenue model - sources of revenue
Pricing structure/rationale developed
Understanding of the cost elements - costs of goods
Prospective customer feedback on product/service pricing

Yes

No

Unclear/Unknown

Reviewers Assessment:
Business Model Section

1 - Poor

2 - Marginal

3 - Fair

4 - Good

5 - Excellent

Comments**8 Capitalization/Funding Plan**

Yes

No

Unclear/Unknown

Has developed proposed use of funds/milestones
Company taking on proportionate risk with need for funding
Financing plan in place with non-public funding match secured
Capitalization strategy for follow-on private funding
Company has developed a capitalization strategy for follow-on funding
Has articulated the project's benefit to the state of Iowa

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Capitalization/Funding Section					

Comments

Review Panel

Recommended Next Steps/Milestones:

SWOT Summary:

Strengths & Opportunities:

Weaknesses & Threats:

1

2

3

4

5

6