VentureNet Iowa Review Panel - Evaluation Form				Demonstration Fund						
Company: Location:						Evaluation Date:				
	Target Market Sector         Information Technology         Bio/Life Sciences         Advanced Manufacturing         Value-added Agriculture         Clean-tech/ Renewable Energy         Other: (please explain)         Comments         Business Concept         Is there a market?         Fulfills marketplace need         Market feasibility studies indicate acceptance         Reviewers Assessment:       1 - Poor       2 - Marginal			3 - Fair	4 - Good	5 - Excellent	[x]       []       []       []       []       []       []       []       Yes       No		Unclear/Unknown	
	Business Concept Section Comments						<u> </u>			
3	Business Model Developed / Articulated Model Pricing Structure / Rationale Detailed Historical Financials Prov Realistic and supportive pro-forma Projected cash flow strategy		nents		Yes	No	Unclear/Unknown			
	Reviewers Assessment: Business Model Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown	
<u> </u>	Differentiates idea from competition         Defined marketing plan for product launch completed         Sales/distribution plan completed (includes value chain)         Formalized Market Opportunity Study showing VC/PE-type returns         Business Development Leadership in place or being recruited									
	Reviewers Assessment: Marketing Strategy Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent				
	Comments									

5	Management Team						Yes	No	Unclear/Unknown
	Founders have a realistic view of role in company								
	Leadership shows previous simila								
	Complete team with relevant kno	wledge and full ti	ime commitment						
	Majority of key company manage	ment residing in	lowa						
	Appropriate Board in place	-							
	Mentors and Advisors (Strategic/	tors and Advisors (Strategic/Operational/Legal/CPA) tegic partners / Networking capabilities							
	Strategic partners / Networking c								
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Management Team Section	1-1001	z - Marginai	5 - i ali	4 - 0000	J - Excellent			
	Comments								
6	Outside Validation						Yes	No	Unclear/Unknown
0	Assessment by industry expert						169	NU	Unclear/Unknown
	Strategic partners								
	Market introduction / Customers					-			
	Market Introduction / Customers		•	1					
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Outside Validation Section								
	Comments								
7	Technology: Product: Service	6					Yes	No	Unclear/Unknown
7	Technology; Product; Servic: Intellectual Property opportunity/r		died				Yes	No	Unclear/Unknown
7	Intellectual Property opportunity/r	equirements stu	died				Yes	No	Unclear/Unknown
7		equirements stu	died				Yes	No	Unclear/Unknown
7	Intellectual Property opportunity/r Proprietary - IP, trade secret, def Unique, competitive	equirements stu	died				Yes	No	Unclear/Unknown
	Intellectual Property opportunity/r Proprietary - IP, trade secret, def Unique, competitive Completed / Market Ready	equirements students en sible	died						
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	las articulated project's benefits to the state of Iowa					]			
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent	]		
	Capitalization/Funding Section Comments						<u> </u>		
9	Exit Opportunity / Strategy						Yes	No	Unclear/Unknown
	Anticipated defined goal Timing / Comparables / Return (d	efined)							
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Exit Opportunity Section Comments								
	Commenta								
10	Next Step						Yes	No	
	Is this project ready for presentati	on to the Techn	ology Commercia	lization Commit	ttee?	ļ			
	Expert Revie	w Panel							
	Recommended Next S	Steps/Mile	stones:						
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	SWOT Summary:					]			
	Strengths & Opportunities:					1			
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	Weaknesses & Threats:					1			
	Weakinesses & Threats.								
1									
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2									
2									

