

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

Comments

2 Business Concept	Yes	No	Unclear/Unknown
Is there a market?			
Fulfills marketplace need			
Market feasibility studies indicate acceptance			

Reviewers Assessment: Business Concept Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

3 Business Model	Yes	No	Unclear/Unknown
Developed / Articulated Model			
Pricing Structure / Rationale			
Detailed Historical Financials Provided			
Realistic and supportive pro-forma financial statements			
Projected cash flow strategy			

Reviewers Assessment: Business Model Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

4 Marketing Strategy	Yes	No	Unclear/Unknown
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



Has articulated project's benefits to the state of Iowa								
Reviewers Assessment: Capitalization/Funding Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
<b>Comments</b>								

9	<b>Exit Opportunity / Strategy</b>					<b>Yes</b>	<b>No</b>	<b>Unclear/Unknown</b>
	Anticipated defined goal							
	Timing / Comparables / Return (defined)							
Reviewers Assessment: <b>Exit Opportunity</b> Section		1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent		
<b>Comments</b>								

10	Next Step	Yes	No
	Is this project ready for presentation to the Technology Commercialization Committee?		

<p>Expert Review Panel</p> <p>Recommended Next Steps/Milestones:</p>
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SWOT Summary:

**Strengths & Opportunities:**

[illegible]

Weaknesses & Threats:	
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[illegible]

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