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

J	Management Team						Yes	No	Unclear/Unknown
	Founders have a realistic view of	role in company							
	Leadership shows previous simila	ar direct experien	се						
	Complete team with relevant know	wledge and full tir	ne commitment						
	Majority of key company manage	ment residing in I	lowa						
	Appropriate Board in place								
		Mentors and Advisors (Strategic/Operational/Legal/CPA)							
	Strategic partners / Networking ca	Strategic partners / Networking capabilities							
1	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Management Team Section	1 1 001	2 Marginar	0 1 411	4 0000	0 Excononi			
	Comments	↓			ł	1 1			
6	Outside Validation] [Yes	No	Unclear/Unknown
	Assessment by industry expert					l l			
	Strategic partners					ļ l			
	Market introduction / Customers					l l			
1	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Outside Validation Section								
	Comments	LL							
7	Technology; Product; Service	e					Yes	No	Unclear/Unknown
	Intellectual Property opportunity/r		lied						
	Proprietary - IP, trade secret, defe	ensible							
	Unique, competitive								
	Completed / Market Ready								
	7a Information Technology Ir								
		ndustry Only					Yes	No	Unclear/Unknown
	Product/Service is fully function		esults)				Yes	No NA	Unclear/Unknown
	Product/Service is fully function Proof of Concept/testing system	onal (alpha test re						No NA NA	Unclear/Unknown NA NA
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	Proof of Concept/testing system 7b Bio/Life Science Industrie Statistically Executed Trials in Evidence of Efficacy reported 7c Advanced Manufacturing/ Proof of concept/testing syste Product/Service fully function Pre-production test results fro Reviewers Assessment: Technology/Product/Service Comments Comments Capitalization/Funding Plan Proposed use of funds/milestones	onal (alpha test re em (prepared for s Only volving proper cc l in a scientific pa Value-added A em demonstrated al om independent u 1 - Poor	beta testing) ontrols per g Industries (sers 2 - Marginal		4 - Good	5 - Excellent	NA NA Yes NA NA NA NA	NA NO NA NA NA NA NA	NA NA NA NA NA NA NA NA
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Has articulated project's benefits to the state of Iowa				
	ood 5 - Excellent			
Capitalization/Funding Section Comments				
Comments				
9 Exit Opportunity / Strategy		Yes	No	Unclear/Unknown
Anticipated defined goal Timing / Comparables / Return (defined)				
	ood 5 - Excellent			
Reviewers Assessment: 1 - Poor 2 - Marginal 3 - Fair 4 - Exit Opportunity Section Image: Construction Image: Constructicon Image: Construction Image:	5 - Excellent			
Comments	•	•		
10 Next Step		Yes	No	
Is this project ready for presentation to the Technology Commercialization Committee?				1
Expert Review Panel				
Recommended Next Steps/Milestones:				
Recommended Next Oteps/milestories.				
SWOT Summary:				
Strengths & Opportunities:]
Weaknesses & Threats:				1
4				
1				
2				

