

<b style="font-size: 1.2em;">VentureNet Iowa</b> Review Panel - Evaluation Form		Iowa Innovation Acceleration: Propel/Expansion		
Company:		Location:		Evaluation Date:

  

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

  

<b>2 Business Concept</b>					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		
<b>Comments</b>							

  

<b>3 Business Model</b>					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		
<b>Comments</b>							

  

<b>4 Marketing Strategy</b>					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		
<b>Comments</b>							





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