	VentureN Review Panel - Ev		Proof of Commercial Relevance						
Cor	npany:		Location:				Evaluation Date:		
	Target Market Sector		1			1	[v]	T	
1	Information Technology					-	[x] []	1 	
	Bio/Life Sciences Advanced Manufacturing					-		•	
	Value-added Agriculture Clean-tech/ Renewable Energy					-	<u> </u>		
	Other: (please explain)					-			
	Comments								
2	Technology; Product; Servic						Yes	No	Unclear/Unknown
	Proof-of-concept has been demo Intellectual Property opportunity/r		died			-			
	Proprietary IP (patents, trade sec Unique, competitive - product is	crets etc.) is defe	ensible						
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent	1		
	Technology/Product/Service	1	2 - Marginai	5-1 ali	4 - 6000	J- Excellent			
	Comments								
				-					
3	Value Proposition Product/solution - addresses defi	ned problem or	need]	Yes	No	Unclear/Unknown
3	Product/solution - addresses defi Product/solution - provides signif	icant advantage	/gain over curren	nt solution			Yes	No	Unclear/Unknown
3	Product/solution - addresses defi	icant advantage nal/demonstrable	/gain over curren	nt solution e product (MVP)			Yes	No	Unclear/Unknown
3	Product/solution - addresses defi Product/solution - provides signif Company has developed function Product/service completed / marl Reviewers Assessment: Value	icant advantage nal/demonstrable ket ready	/gain over curren	nt solution e product (MVP) 3 - Fair	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section	icant advantage nal/demonstrable ket ready	/gain over curren e minimum viable	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed function Product/service completed / marl Reviewers Assessment: Value	icant advantage nal/demonstrable ket ready	/gain over curren e minimum viable	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section	icant advantage nal/demonstrable ket ready	/gain over curren e minimum viable	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section	icant advantage nal/demonstrable ket ready	/gain over curren e minimum viable	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section	icant advantage nal/demonstrable ket ready	/gain over curren e minimum viable	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section	icant advantage nal/demonstrable ket ready	/gain over curren e minimum viable	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section	icant advantage nal/demonstrable ket ready	/gain over curren e minimum viable	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section	icant advantage nal/demonstrable ket ready	/gain over curren e minimum viable	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
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	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section Comments	icant advantage nal/demonstrable ket ready 1 - Poor	/gain over curren e minimum viable 2 - Marginal	e product (MVP)	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / marl Reviewers Assessment: Value Proposition Section Comments Management Team Founders have a realistic view of Leadership shows previous simila	icant advantage nal/demonstrable ket ready 1 - Poor	/gain over curren e minimum viable 2 - Marginal	e product (MVP)	4 - Good	5 - Excellent			
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / mark Reviewers Assessment: Value Proposition Section Comments Management Team Founders have a realistic view of Leadership shows previous simili Complete team with relevant kno Appropriate Mentors, Advisors and	icant advantage nal/demonstrable ket ready 1 - Poor i role in company ar direct experie wledge and full t nd/or Board in pl	/gain over curren e minimum viable 2 - Marginal 2 - Marginal	e product (MVP)	4 - Good	5 - Excellent			
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / mark Reviewers Assessment: Value Proposition Section Comments Management Team Founders have a realistic view of Leadership shows previous simili Complete team with relevant kno Appropriate Mentors, Advisors and	icant advantage nal/demonstrable ket ready 1 - Poor i role in company ar direct experie wledge and full t nd/or Board in pl n lowa	/gain over currer e minimum viable 2 - Marginal 2 - Marginal / / / / / / / / / / / / / / / / / / /	e product (MVP)	4 - Good	5 - Excellent			
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / mark Reviewers Assessment: Value Proposition Section Comments Management Team Founders have a realistic view of Leadership shows previous simili Complete team with relevant kno Appropriate Mentors, Advisors and	icant advantage nal/demonstrable ket ready 1 - Poor i - P	/gain over currer e minimum viable 2 - Marginal 2 - Marginal / / / / / / / / / / / / / / / / / / /	e product (MVP)	4 - Good	5 - Excellent			
	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / mark Reviewers Assessment: Value Proposition Section Comments Management Team Founders have a realistic view of Leadership shows previous simili Complete team with relevant kno Appropriate Mentors, Advisors an Committed to growing business i Majority of key company manage Strategic partners / Networking c	icant advantage nal/demonstrable ket ready 1 - Poor i - P	/gain over currer e minimum viable 2 - Marginal 2 - Marginal / / / / / / / / / / / / / / / / / / /	e product (MVP)	4 - Good	5 - Excellent			
4	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / mark Reviewers Assessment: Value Proposition Section Comments Management Team Founders have a realistic view of Leadership shows previous simil. Complete team with relevant kno Appropriate Mentors, Advisors at Committed to growing business i Majority of key company manage Strategic partners / Networking c	icant advantage nal/demonstrable ket ready 1 - Poor i role in company ar direct experie wledge and full t nd/or Board in pl n lowa ment residing in apabilities	/gain over curren e minimum viable 2 - Marginal 2 - Marginal (0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	e product (MVP) 3 - Fair t					
4	Product/solution - addresses defi Product/solution - provides signif Company has developed functior Product/service completed / mark Reviewers Assessment: Value Proposition Section Comments Comments Management Team Founders have a realistic view of Leadership shows previous simila Complete team with relevant kno Appropriate Mentors, Advisors an Committed to growing business i Majority of key company manage Strategic partners / Networking c Reviewers Assessment: Management Team Section	icant advantage nal/demonstrable ket ready 1 - Poor i role in company ar direct experie wledge and full t nd/or Board in pl n lowa ment residing in apabilities	/gain over curren e minimum viable 2 - Marginal 2 - Marginal (0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	e product (MVP) 3 - Fair t					
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					-			
Based upon the Technology/ Team sections above.	Product/Servi	ce, Value Prop	osition & Ma	inagement		Yes	No	
Is this project ready for presentat	tion to the Techn	ology Commercia	alization Commi	ttee?]]
5 Customer/Market Segments	vahlam ia aignifia	ant/a auto				Yes	No	Unclear/Unknown
Prospective customer believes p Company can define the target n		ani/acute						
Market is demanding product/sol Market segment is significantly la		o support husine						
Reviewers Assessment:	1 - Poor 2 - Marginal 3 - Fair 4 - Good				5 - Excellent			
Customer/Market Section								
Comments								
6 Marketing/Sales/Distribution]	Yes	No	Unclear/Unknown
Differentiates idea from the comp	petition							
Has developed a competitive ma					-			
Has identified channels through Defined marketing plan for produ					-			
					-			
Sales us trouton olan completer								
Sales/distribution plan completed Identified potential strategic partr					-			
Identified potential strategic partr Reviewers Assessment:			3 - Fair	4 - Good	5 - Excellent			
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			
Identified potential strategic partr Reviewers Assessment:	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			<u> </u>
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			
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Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent			
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments	ners/relationships	3	3 - Fair	4 - Good	5 - Excellent	Voe		
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Image: Section strategy section 7 Business Model	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Identified potential strategic partr Business Model Developed/articulated revenue m	nodel - sources of	2 - Marginal	3 - Fair	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Business Model Developed/articulated revenue m Pricing structure/rationale developed/articulated revenue	nodel - sources of ppd notes - costs of good	2 - Marginal f revenue	3 - Fair	4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment:	nodel - sources of ppd notes - costs of good	2 - Marginal f revenue	3 - Fair	4 - Good 4 - Good	5 - Excellent	Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment:	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	2 - Marginal f revenue ods e pricing				Yes	No	Unclear/Unknown
Identified potential strategic partr Reviewers Assessment: Marketing Strategy Section Comments Operation Picing strategy Developed/articulated revenue m Pricing structure/rationale develo Understanding of the cost eleme Prospective customer feedback of Reviewers Assessment: Business Model Section	nodel - sources of pped notes - costs of goo	f revenue bds e pricing				Yes	No	Unclear/Unknown

I	the developed was set to a state									
	Has developed proposed use of fu Company taking on proportionate	risk with peed f	or funding			-				
	Financing plan in place with non-p									
	Company has developed a capita	lization strategy	for follow-on fund	ding						
	Has articulated the project's benef	it to the state of	Iowa							
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent				
	Capitalization/Funding Section		ļ							
	Comments									
~						1	<u> </u>			
9	Long Term Vision/Strategy Company can articulate a long-ter	m vision/strate				-	Yes	No	Unclear/Unkr	nown
ļ	Company can articulate a long-ter	m vision/strateg	ау					<u> </u>	Į	
	Management sees business opport	unity primarily a	s:			4		-		
	Life-style business					4		4		
	Sustainable growth entity Licensing opportunity					-		4		
	Exit via acquisition							1		
	Undetermined/not discussed							1		
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent				
	Long Term Vision/Strategy									
	Comments	-								
	Review F	Panel								
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