

The Launch Scorecard

Team: _____

Judge: _____

Company Management Team		Score	Comments:
1	Describes the management team (titles, academic background, professional experience) and organizational structure		
2	Explains how teams' capabilities serve the business need and whether additional talent or advisors are needed		
Business Value Proposition		Score	Comments:
3	Describes the problem that the product or service solves		
4	Describes why customers will pay for the product or service		
5	Presents evidence that the problem is worth solving		
Product or Service		Score	Comments:
6	Provides thorough description of the product or service		
7	Explains the stage of development of the product or service		
8	Provides a timeline for finishing the product or service		
9	Describes the company's intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, proprietary know-how, etc.)		
Market Analysis		Score	Comments:
10	Provides information on market segmentation		
11	The company has a well defined target Market with details on its size and projected growth		
12	Presents the market trends and incorporated the information in their planning		
13	Describes the process of customer discovery and presents results		
Competitor Analysis		Score	Comments:
14	Describes main competitors and their market share		
15	Compares the company's product or service with main competitors in terms of price, quality, and market position		

Competitive Advantage		Score	Comments:
16	Describes the company's unique capabilities and differentiation in the market		
17	Describes the company's special, sustainable competitive advantage(s)		
Sales/Marketing Strategy		Score	Comments:
18	Describes marketing strategy and how the company will capture market share		
19	Outlines distribution channels, location, and facilities		
20	Provides projected customer acquisition costs		
Business Model		Score	Comments:
21	Explains the company's business model and how they will generate revenue		
22	Provides pricing strategy		
Financials		Score	Comments:
23	Presents and explains projected burn rate		
24	Describes the capital requirements – how much money the company is seeking and lists capital received and sources (if any)		
25	Outlines the planned use of funds		

Rating Key: 0 = not addressed, 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

Total Score _____