

## The Launch Scorecard

Team: \_\_\_\_\_

Judge: \_\_\_\_\_

Company Management Team		Score
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
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
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.)	
Business Model		Score
10	Provides overview of the business model w/ focus on how to generate revenue	
11	Describes how the revenue may be diversified, scalable, and predictable	
Market Analysis		Score
12	Provides information on market with details on its size and projected growth	
13	Presents the market trends and incorporated the information in their planning	
14	The company has a well defined target Market	
15	Describes the process of customer discovery and presents results	
Competitor Analysis		Score
19	Describes main competitors and their market share	

20	Compares the company's product or service with main competitors in terms of price, quality, and market position	
<b>Competitive Advantage</b>		<b>Score</b>
21	Describes the company's unique capabilities and differentiation in the market	
22	Describes the company's special, sustainable competitive advantage(s)	
<b>Sales/Marketing Strategy</b>		<b>Score</b>
16	Outlines distribution channels, location, and facilities	
17	Describes pricing and promotional strategy	
18	Provides projected customer acquisition costs	
<b>Financials</b>		<b>Score</b>
23	Provides a clear source and use of funds statement	
24	Presents 12-month income statement	
25	Presents and explains projected burn rate	

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