

Company:	Location:	Evaluation Date:
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1 Target Market Sector	[x]
Information Technology	[]
Bio/Life Sciences	[]
Advanced Manufacturing	[]
Value-added Agriculture	[]
Clean-tech/ Renewable Energy	[]
Other: (please explain)	[]

Comments

2 Technology; Product; Service	Yes	No	Unclear/Unknown
Proof-of-concept has been demonstrated			
Intellectual Property opportunity/requirements studied			
Proprietary IP (patents, trade secrets etc.) is defensible			
Unique, competitive - product is commercializable			

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Technology/Product/Service					

Comments

3 Value Proposition	Yes	No	Unclear/Unknown
Product/solution - addresses defined problem or need			
Product/solution - provides significant advantage/gain over current solution			
Company has developed functional/demonstrable minimum viable product (MVP)			
Product/service completed / market ready			

Reviewers Assessment:	Value	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Proposition Section						

Comments

4 Management Team	Yes	No	Unclear/Unknown
Founders have a realistic view of role in company			
Leadership shows previous similar direct experience			
Complete team with relevant knowledge and full time commitment			
Appropriate Mentors, Advisors and/or Board in place			
Committed to growing business in Iowa			
Majority of key company management residing in Iowa			
Strategic partners / Networking capabilities			

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Management Team Section					

Comments

Based upon the Technology/Product/Service, Value Proposition & Management Team sections above.
 Is this project ready for presentation to the Technology Commercialization Committee?

Yes	No

5 Customer/Market Segments
 Prospective customer believes problem is significant/acute
 Company can define the target market segment
 Market is demanding product/solution
 Market segment is significantly large/substantial to support business

Yes	No	Unclear/Unknown

Reviewers Assessment: Customer/Market Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

6 Marketing/Sales/Distribution
 Differentiates idea from the competition
 Has developed a competitive matrix
 Has identified channels through which customer will be reached
 Defined marketing plan for product launch completed
 Sales/distribution plan completed (includes value chain)
 Identified potential strategic partners/relationships

Yes	No	Unclear/Unknown

Reviewers Assessment: Marketing Strategy Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

7 Business Model
 Developed/articulated revenue model - sources of revenue
 Pricing structure/rationale developed
 Understanding of the cost elements - costs of goods
 Prospective customer feedback on product/service pricing

Yes	No	Unclear/Unknown

Reviewers Assessment: Business Model Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

8 Capitalization/Funding Plan

Yes	No	Unclear/Unknown

Has developed proposed use of funds/milestones
Company taking on proportionate risk with need for funding
Financing plan in place with non-public funding match secured
Company has developed a capitalization strategy for follow-on funding
Has articulated the project's benefit to the state of Iowa

Reviewers Assessment: Capitalization/Funding Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

9 Long Term Vision/Strategy

Company can articulate a long-term vision/strategy
Management sees business opportunity primarily as:
Life-style business
Sustainable growth entity
Licensing opportunity
Exit via acquisition
Undetermined/not discussed

Yes	No	Unclear/Unknown

Reviewers Assessment: Long Term Vision/Strategy	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent

Comments

Review Panel
Recommended Next Steps/Milestones:

SWOT Summary:

Strengths & Opportunities:

Weaknesses & Threats:

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