

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 Value Proposition		Yes	No	Unclear/Unknown
Product/solution - addresses defined & significant problem or need				
Product/solution - provides significant advantage/gain over current solution				
Market feasibility studies indicate acceptance				

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

3 Business Model		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
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Comments					

4 Marketing Strategy		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
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Comments					

5 Management Team					
Founders have a realistic view of role in company					
Leadership shows previous similar direct experience					
Complete team with relevant knowledge and full time commitment					
Majority of key company management residing in Iowa					
Appropriate Board in place					
Mentors and Advisors (Strategic/Operational/Legal/CPA)					
Strategic partners / Networking capabilities					

Yes	No	Unclear/Unknown

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

Comments

6 Outside Validation					
Assessment by industry expert					
Strategic partners					
Market introduction / Customers					

Yes	No	Unclear/Unknown

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Outside Validation Section					

Comments

7 Technology; Product; Service					
Intellectual Property opportunity/requirements studied					
Proprietary - IP, trade secret, defensible					
Unique, competitive					
Completed / Market Ready					

Yes	No	Unclear/Unknown

7a Information Technology Industry Only					
Product/Service is fully functional (alpha test results)					
Proof of Concept/testing system (prepared for beta testing)					

Yes	No	Unclear/Unknown
NA	NA	NA
NA	NA	NA

7b Bio/Life Science Industries Only					
Statistically Executed Trials involving proper controls					
Evidence of Efficacy reported in a scientific paper					

Yes	No	Unclear/Unknown
NA	NA	NA
NA	NA	NA

7c Advanced Manufacturing/Value-added Ag Industries Only					
Proof of concept/testing system demonstrated					
Product/Service fully functional					
Pre-production test results from independent users					

Yes	No	Unclear/Unknown
NA	NA	NA
NA	NA	NA
NA	NA	NA

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

Comments

8 Capitalization/Funding Plan					
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Yes	No	Unclear/Unknown
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