

### 15.390 Executive Summary Evaluation Form

Team Name: \_\_\_\_\_, Evaluator: \_\_\_\_\_

1. **Idea:** Was the idea for the new venture presented in an understandable manner? Was the idea, as stated, viable? (10 points) -- Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
2. **Customer:** Was an analysis done of who the customer is? Was the value proposition clear for this customer? (15 points) -- Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
3. **Market Analysis:** Was there an early estimate of the size of the receptivity of a broad market? Was it credible and based in factual analysis? (10 points) -- Grade: \_\_\_\_\_ Comments: \_\_\_\_\_  
\_\_\_\_\_
4. **Product:** Was it clear what the offering was? Was there some competitive advantage (e.g., technology) involved for your team? What is a relevant current advantage for your team? (10 points) -- Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
5. **Competition:** Was a thoughtful analysis presented on who the competitors are and would be? (10 points) -- Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
6. **Go To Market:** Was a thoughtful (i.e. analysis based on quality research) and specific analysis done of how the new venture will acquire customers and deliver the product? Is the business model clear how they will extract value for the value they create? (10 points) -- Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
7. **Financial:** Was an estimate made of how big the company will be and how profitable it will be in the short, medium and long terms (e.g., 1, 2, and 5 years but depends on the business)? Was a credible estimate made of what the capital requirements would be for the business and when you expect to reach cash flow positive? (10 points) -- Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
8. **Team:** Did you state who the founding team was? Were roles clear? Was it clear why they were the right team for this opportunity? Did you provide a convincing plan of how you would continue to grow your HR resources & that they would provide you with sufficient support & increasing competitive advantage? (10 points) -- Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_
9. **Overall:** Did the executive have a logical flow? Did it do a good job of explain why this company will succeed and why this is an exciting opportunity? (15 points) -- Grade: \_\_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_

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