

## The Launch Scorecard

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

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

<b>Business Value Proposition</b>		<b>Score</b>	<b>Comments:</b>
1	Describes the problem that the product or service solves		
2	Describes why customers will pay for the product or service		
3	Presents evidence that the problem is worth solving		
<b>Product or Service</b>		<b>Score</b>	<b>Comments:</b>
4	Provides thorough description of the product or service		
5	Explains the stage of development of the product or service		
6	Provides a timeline for finishing the product or service		
7	Describes the company's intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, proprietary know-how, etc.)		
<b>Market Analysis</b>		<b>Score</b>	<b>Comments:</b>
8	Provides information on market segmentation		
9	The company has a well defined target Market with details on its size and projected growth		
10	Presents the market trends and incorporated the information in their planning		
11	Describes the process of customer discovery and presents results		
<b>Sales/Marketing Strategy</b>		<b>Score</b>	<b>Comments:</b>
12	Describes marketing strategy and how the company will capture market share		
13	Outlines distribution channels, location, and facilities		
14	Provides projected customer acquisition costs		
<b>Business Model</b>		<b>Score</b>	<b>Comments:</b>
15	Explains the company's business model and how they will generate revenue		
16	Provides pricing strategy		
17	Presents and explains projected burn rate		

<b>Competitor Analysis</b>		<b>Score</b>	<b>Comments:</b>
18	Describes main competitors and their market share		
19	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>	<b>Comments:</b>
20	Describes the company's unique capabilities and differentiation in the market		
21	Describes the company's special, sustainable competitive advantage(s)		
<b>Company Management Team</b>		<b>Score</b>	<b>Comments:</b>
22	Describes the management team (titles, academic background, professional experience) and organizational structure		
23	Explains how teams' capabilities serve the business need and whether additional talent or advisors are needed		
<b>Financials</b>		<b>Score</b>	<b>Comments:</b>
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** \_\_\_\_\_