

# Startup Evaluation Template

<b>Pilot Name:</b>						
EVALUATION CRITERIA		SCORES				
Criteria	Description	Low Score			High Score	
<b>Big Idea</b>	What's the big idea, big vision, or disruption that will be achieved?	1	2	3	4	5
Questions & Notes						
<b>Target Market</b>	Is the target customer or market clearly defined? Is it a large and growing future market?	1	2	3	4	5
Questions & Notes						
<b>Problem or Need</b>	Is the problem or need big and significant? Is the customer pain-point clear and undeniable?	1	2	3	4	5
Questions & Notes						
<b>10x Solution</b>	Does the solution provide a true 10x+ step-change (better, faster, cheaper, etc.)?	1	2	3	4	5
Questions & Notes						
<b>Business Model</b>	Is there a compelling business model that shows how value will be created and driven over time?	1	2	3	4	5
Questions & Notes						
<b>Minimal Viable Product</b>	Has the MVP tested key assumptions that clearly validate the opportunity?	1	2	3	4	5
Questions & Notes						
<b>Competitive Advantage</b>	Is the competition understood and does the value proposition show clear differentiation?	1	2	3	4	5
Questions & Notes						

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<b>Go to Market Strategy</b>	Is the approach for gaining traction and growing the business strategic yet realistic?	1	2	3	4	5
Questions & Notes						
<b>Financials</b>	Is the financial model clear (costs, required investments, time to breakeven, growth rates, etc.)?	1	2	3	4	5
Questions & Notes						
<b>Strategic Fit</b>	Does this significantly advance our business strategy?	1	2	3	4	5
Questions & Notes						
<b>The Ask</b>	Does the request make sense?	1	2	3	4	5
Questions & Notes						
Lowest Score: 10 Criteria x 1 = 10 Avg. Score: 10 Criteria x 3 = 30 Best Score: 10 Criteria x 5 = 50		<b>Total Score:</b>				