

TEAM: _____

Please evaluate the team's presentation with respect to the following attributes:

ASSESSMENT SCALE: Absent -- Weak -- Satisfactory -- Good -- Excellent

Concept (10)

- Is the concept clear and compelling?

Alignment (10)

- How clearly is it aligned with “*focusing on things that matter*”?
- Does it have clear potential for positive social or environmental impact?

Purposeful (10)

- Is a high degree of intentionality evident?
- Is the problem to be solved or opportunity to be leveraged clearly identified?
- Are objectives clearly identified?

Business Model / Commercialization and Economic Sustainability (15)

- Is there a clear / credible revenue model and cost structure?
- Is there a well-defined description of how the venture makes money OR
- If financial profit is not the primary objective, what other currencies are generated?
- Is there a credible plan to acquire resources needed to deliver the concept to market?
- Is the description of key resources, partners and activities clear?
- Is the value proposition clear and compelling?

Market Characteristics / Approach (15)

- Is an appropriate target market / specific customer identified?
- Has the market size been reasonably estimated and is it sufficient (red ocean or blue ocean)?
- Can a sufficient share of market be captured and is there a realistic plan to do so?
- Is there an appropriate strategy for marketing and delivery of the concept to the market?

Is it Differentiated from Competition (10)

- Competitive analysis: is there a clear description of the competition?
- Was a clear case for differentiation provided?
- Is the scope of differentiation sufficient?
- Is the quality of the proposed solution sufficient?

Intellectual Property (10)

- Is there a likelihood that some elements may be patentable?
- Is there a likelihood that some elements are worth trademarking or copyrighting?
- Is the problem / opportunity and/or its solution significant, relevant or “elegant”?
- Are new ideas evident? Are any advanced capabilities introduced?
- Are any original designs, policies, products, processes, systems or services evident?

Founding Individual / Team (10)

- Does the founding individual/team have the necessary knowledge and skills?
- What gaps are there and how will they be filled?
- Has needed advice been identified and are those advisors available?

Has a Convincing Case been Made (10)

- Is there a legitimate path forward?
- Is the team capable of following that path?

TOTAL SCORE:

Additional Comments: _____

Faulkner Challenge