



Scorecard for Pitch Events / Investor-ready Scorecard

Product/Technology

- 9-10:** Intellectual property secured and defensible; platform technology with strong competitive advantages; already functioning technology.
- 7-9:** Strong, sustainable & clear competitive advantages or Intellectual Property; Likely prospects for timely technical validation/market entry.
- 5-7:** Noticeable competitive advantages; some ability to protect; reasonable chance of technical success; more than 1 market
- 3-5:** Slight advantages but difficult to protect; narrow field of use; technical success is questionable
- 1-3** Easily copied with no or marginal improvement over competitors; Small likelihood of technical success or a very long timeline

Market

- 9-10:** Large or huge market; existing sales to the target market; Already executing on a well-designed and targeted market plan
- 7-9:** Large market; Strongly expressed market interest or orders; Detailed competitive landscape analysis driving a targeted market focus.
- 5-7:** Reasonable market size; Written expressed market interest; Some competitive intelligence driving the market focus.
- 3-5:** Smallish market; some likely interest in the market; Poor or limited target market focus with limited competitive intelligence
- 1-3** Tiny market or little thought toward market validation or justifying the target market; No competitive intelligence or market focus

Financial

- 9-10:** Already profitable with strong relationships to continue growth; Strong plan to support growth, liquidity event and yield high investor returns
- 7-9:** High likelihood of profitability; Strong support for financial assumptions; Strong, defensible forecast with high chance of investor returns
- 5-7:** Reasonable likelihood of profitability; some support for financial assumptions and forecast; Some chance for liquidity & investor returns
- 3-5:** Minimal likelihood of profitability; Questionable support for financial assumptions and forecasts; Little chance for investor returns
- 1-3** Unlikely/confusing path to profitability; Undefensible financial data and forecasts; Liquidity unlikely. Unlikely to yield investor returns

Management

- 9-10:** Exceptional management team with experience in the target market and with previous company founder experience; All-star advisor team.
- 7-9:** Good management team with appropriate skills, contacts, and experience for the chosen target market; Full set of supplemental advisors
- 5-7:** Reasonable management team lacking specific industry experience, contacts and experience in the target market; Few advisors contributing.
- 3-5:** Management team has insufficient skills, contacts and experience - especially in the target market; Significant holes in management team.
- 1-3:** No evidence that team's or advisor's skills, contacts and experience match the market or path forward