VentureNet Iowa Review Panel - Evaluation Form				Iowa Innovation Acceleration: Propel/Expansion					
Cor	npany:		Location:				Evaluation Date:		
1	Target Market Sector         Information Technology         Bio/Life Sciences         Advanced Manufacturing         Value-added Agriculture         Clean-tech/ Renewable Energy         Other: (please explain)         Comments						[ X ] [ ] [ ] [ ] [ ] [ ] [ ]		
2	<b>Value Proposition</b> Product/solution - addresses defined & significant problem or need Product/solution - provides significant advantage/gain over current solution					-	Yes	No	Unclear/Unknown
	Market feasibility studies indicate Reviewers Assessment: Business Concept Section Comments		2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
3	Business Model Developed / Articulated Model Pricing Structure / Rationale				Yes	No	Unclear/Unknown		
	Detailed Historical Financials Prov Realistic and supportive pro-form Projected cash flow strategy		ments						
	Reviewers Assessment: Business Model Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Comments								
4	Marketing Strategy Differentiates idea from competitie Defined marketing plan for produce		tod			-	Yes	No	Unclear/Unknown
	Sales/distribution plan completed Formalized Market Opportunity St	(includes value	chain)	3		-			
	Business Development Leadershi Reviewers Assessment:			3 - Fair	4 - Good	5 - Excellent			
	Marketing Strategy Section								

J	Management Team						Yes	No	Unclear/Unknown
	Founders have a realistic view of	role in company							
	Leadership shows previous simila								
	Complete team with relevant know	blete team with relevant knowledge and full time commitment							
	Majority of key company manage	ment residing in I	lowa						
	Appropriate Board in place								
	Mentors and Advisors (Strategic/Operational/Legal/CPA)								
	Strategic partners / Networking ca	Strategic partners / Networking capabilities							
1	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Management Team Section	1 1 001	2 Marginar	0 1 411	4 0000	0 Excononi			
	Comments	<b>↓</b>			ł	1 1			
6	Outside Validation					1	Yes	No	Unclear/Unknown
	Assessment by industry expert					l l			
	Strategic partners					ļ l			
	Market introduction / Customers					l l			
1	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Outside Validation Section								
	Comments	LL							
7	Technology; Product; Service	e					Yes	No	Unclear/Unknown
	Intellectual Property opportunity/r		lied						
	Proprietary - IP, trade secret, defe	ensible							
	Unique, competitive								
	Completed / Market Ready		Completed / Market Ready						
	7a Information Technology Ir								
		ndustry Only					Yes	No	Unclear/Unknown
	Product/Service is fully function		esults)				Yes	No NA	Unclear/Unknown
	Product/Service is fully function Proof of Concept/testing system	onal (alpha test re						No NA NA	Unclear/Unknown NA NA
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	Has articulated project's benefits to the state of Iowa								
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Capitalization/Funding Section Comments								
	Comments								
9	Long Term Vision/Strategy						Yes	No	Unclear/Unknown
	Company can articulate a long-term vision/strategy								
	Management sees business opport	unity primarily as	:			]			
	Life-style business								
	Sustainable growth entity Licensing opportunity								
	Exit via acquisition								
	Undetermined/not discussed					J		l	
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Long Term Vision/Strategy Comments								
10	Next Step					1	Yes	No	4 ]
10	Is this project ready for presentati	ion to the Techno	ology Commercia	alization Commit	ttee?		165	NO	
									-
	Expert Revie								
	Recommended Next S	Steps/Miles	stones:						
1	CWOT Cummons	_	_	_	_	1			
	SWOT Summary:					J			
	Strengths & Opportunities:					]			
I	Weaknesses & Threats:					1			
	weaknesses & Inreals:								
1									

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