

Presentation Feedback Monday Club

Company _____ Reviewer _____

What do you think of the basic idea? Does the product solve a compelling problem? Is it sufficiently innovative and unique to justify creating a new company? (Score _____)

How compelling is the technology? Is it proprietary? Is it, or can it be, patented? Would a patent position give the company enough protection to assure a strong competitive position? (Score _____)

Is the customer well defined? Is the market well segmented and defined? Is it large enough to justify the creation of a new company? Will demand be strong enough to assure robust sales? (Score _____)

Does the plan explain exactly how the company will sell its product or service? Does the company have effective strategies for marketing and distributing its products or services? (Score _____)

Is the business model well defined? Does it spell out how the company receives revenue and profits? Does it adequately define the major milestones, the capital required to meet them, and the reasons for believing the company can produce a return on investment for investors? (Score _____)

Does the business plan adequately take competition into account? Does it reflect a realistic understanding of industry dynamics and the bases for competition? Does it present a believable competitive positioning strategy? (Score _____)

Does the management team have the background and experience to implement the plans effectively? Have the people had prior success with the products and markets this team plans to pursue -- or, at least, with closely related products? (Score _____)

Was a specific deal discussed? Was a valuation presented? Was there a logical justification for the valuation? Was it realistic? (Score _____)

What other comments do you have for the presenter?

Score 1-5; 5 is highest