

VITEC2 Seed Fund Proposal Evaluation Form

Client and Project Name: _____

Criteria: Potential=excellent-10, good-8, acceptable-5, needs work-3, not in plan-0

% Risk Wt Score Total

		% Risk Wt	Score	Total
Business Risk		18%		0
1	Business Plan: Well structured including Executive Summary and Exit Strategy?		5	0
2	Competitive Advantage: Thorough SWOT analysis discussed?		3	0
3	Alliances/Partnerships: Formal synergistic agreements in place?		3	0
4	Project Value: Milestones clearly listed and reachable?		3	0
Financing Risk		19%		0
1	Financial Projections: 3-5 years with documented notes and assumptions?		5	0
2	Sources/Uses of Funds: Clear plan with impact analysis for lower/higher levels of funding?		3	0
3	Money: Enough to fund this plan with at least 1-1 private investment match?		3	0
4	Positive Cash Flow: Achievement included in financial analysis and payback?		4	0
Execution Risk		19%		0
1	Management Team: Sufficient capacity and time commitment?		5	0
2	Board of Directors/ Outside Advisors: High quality composition?		3	0
3	CEO: Sufficient experience in target market?		4	0
4	Staff: Labor expansion plans clearly stated?		3	0
Market Risk		17%		0
1	Market Size: Discussion of revenue potential and market growth rate?		3	0
2	Target Market: Buyers clearly identified?		2	0
3	Value Proposition: Customers needs clearly addressed?		4	0
4	Promotions: Clear customer acquisition strategy with ability to execute?		4	0
Technology Risk		26%		0
1	Product Uniqueness/Competitiveness: Intellectual property clearly stated?		5	0
2	Current State of Development: Concept to prototype plan?		5	0
3	Proprietary Features/Complexity Level: Well described?		5	0
4	Product Characteristics: Explanation of evolutionary, disruptive or revolutionary?		5	0
Total Score (60% minimum acceptable score)		100%		0%