

Executive Summary Judging Criteria

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
<p>OVERALL IMPRESSION OF EXECUTIVE SUMMARY:</p> <p>Does the summary make the reader want to learn more?</p> <p>Is the summary well written and succinct?</p> <p>Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?</p>	
<p>TEAM:</p> <p>Does the summary adequately describe team members' skills, experience, and roles?</p> <p>If the founding team is weak in either necessary skills or experience, have those gaps been acknowledged and addressed?</p>	
<p>PROBLEM:</p> <p>Does the team understand the customer problem the product or service solves?</p>	
<p>VALUE PROPOSITION:</p> <p>Has the team clearly stated their value proposition? Is there a clear description of how their product/service addresses the customer need and benefits quantified?</p>	
<p>MARKET OPPORTUNITY:</p> <p>Has the team given a description of the size (\$), growth potential and composition of the market?</p>	
<p>COMPETITIVE STRATEGY:</p> <p>Has the team identified its direct and indirect competitors?</p> <p>Does the summary clearly identify the company's initial competitive advantage or differentiator?</p>	
<p>GO TO MARKET STRATEGY:</p> <p>Does the summary articulate a strategy to get, grow and keep customers?</p> <p>Is the distribution plan clearly defined and reasonable?</p>	



<p>TRACTION:</p> <p>Has the team made progress toward any milestones (licenses, patents, customer agreements or channel partnerships)?</p>	
<p>REVENUE MODEL AND FINANCIAL PROJECTIONS:</p> <p>Has the team described how they will make money from each customer segment?</p> <p>Has the team displayed pro forma five-year revenue, expenses and net in a chart?</p>	
<p>FUNDING AMOUNT REQUIRED AND SOURCES:</p> <p>Does the summary describe the amount, sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.), and timing of funding required?</p>	
TOTAL	

