

EVALUATION CRITERIA

(I) INNOVATION	TOTAL: 30
1. Definition of Product/Service	(/10)
<ul style="list-style-type: none"> ▪ Business idea ▪ Target audience ▪ Need for product/service amongst the target audience 	
2. Uniqueness	(/10)
<ul style="list-style-type: none"> ▪ Uniqueness about product/service. Is it first of its kind? Or ▪ If it is a me too kind of an idea, difference in management/strategy to cope with competition 	
3. Vision	(/10)
<ul style="list-style-type: none"> ▪ Generic/me-too ▪ Simply opportunistic ▪ Far sighted and brings about radical changes 	
Marks Obtained: ()/30	

(II) ACTIONABILITY	TOTAL: 40
1. Market Size	(/10)
<ul style="list-style-type: none"> ▪ How big is the market ▪ How many players can it accommodate ▪ Market growth rate ▪ Does the market share justify the venture ▪ Acquisition and retention of customers 	
2. Competition	(/10)
<ul style="list-style-type: none"> ▪ Perception of competition (Who are the competitors? How many are in business, etc.) ▪ Potential threats ▪ How do you overcome competition 	
3. Team	(/10)
<ul style="list-style-type: none"> ▪ Skills available presently and required in future ▪ Role of team members ▪ Commitment 	
4. Action Plan	(/10)
<ul style="list-style-type: none"> ▪ How long would it take to launch the product/service ▪ Partnership and alliances ▪ Scope for expansion / diversification into related products/services 	
Marks Obtained: ()/40	



(III) ABILITY TO ATTRACT FUNDING

TOTAL: 20

1. Creation of Assets

(/10)

- Idea cannot be easily duplicated
- Intellectual property strategy like get patents for product/service, to stop others entry
- Global applicability of the product

2. Revenue Model

(/10)

- Cost of the project and means of finance
- Sources of revenue

Marks Obtained: ()/20

TOTAL MARKS OBTAINED: ()/90

Remarks/Comments: