

## The Launch Scorecard

Team: \_\_\_\_\_

Judge: \_\_\_\_\_

### Feasibility:

Business Overview		Score	Comments:
1	Provides a clear and concise description of the product or service		
2	Describes the management team, and organizational structure		
3	Explains how the teams' capabilities serve the business need		
4	Presents a solution proposition		
Product or Service		Score	Comments:
5	Provides description of the product or service including the benefits		
Business Model		Score	Comments:
6	Describes the business model		
7	Provides projected customer acquisition cost		

### Viability:

Market Analysis		Score	Comments:
8	Provides information on the market and competition		
9	The company has a well defined Target Market		
Competitive advantage		Score	
10	Describes the company's unique capabilities and differentiation in the market		
11	Describes the company's special, sustainable competitive advantage(s)		
Financials		Score	
12	Describes the capital requirements – how much money the company is seeking		
13	Specifies the revenues expected in one year		

### Relevance of the problem

Problem Definition		Score	Comments:
14	Defines the problem that the product or service solves		
15	Presents evidence that the problem is worth solving		

Rating Key: 0 = not addressed, 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

Total Score \_\_\_\_\_