

NEW BUSINESS EVALUATION FORM

4th FORM

1. Executive Summary & Company Overview

(What problem are you solving? What is your business proposition for solving the problem? Who are your customers? Who are your competitors? How viable is your business? How do you make money? Executive Summary is clear & effective as a stand-alone document.)

2. Products or Services

(What is the product or service? What are its attributes? Advantages and potential drawbacks? Why/how is your product/service more compelling than existing ones or the competition? What is the stage of development? Do you have a proprietary position or intellectual property protection planned or in place?)

3. Market Need

(What specific conditions in the market have created the problem you are solving? How will your product/service take advantage of the opportunity? Who are your customers and what are their attributes? Clearly define your potential customers and why they will pay for your product or service.)

4. Market Potential for Your Product or Service

(What are the characteristics of the market for your product or service? How will you reach the market? How big is the market opportunity: number of potential customers & annual sales? Can you narrow the market to a manageable segment? How will you dominate the market? e.g. through pricing, quality, geography, etc? Is there a market niche where you will have competitive advantage?

5. Competitive Advantage

(Competitive Matrix: Who are your competitors? Their strengths & weaknesses? Your strengths & weaknesses? How will you close the gap? How easily can competition close gap?)

6. Management

(Who are key team members and their respective roles? What are their relevant experiences and accomplishments? What other areas of expertise are you lacking? When will you need additional team members?)

7. Financial Forecasts

(Present in summary form, consistent with plan and effective in capturing financial performance; quarterly for first two years, annually for years 3-5.)

- a. Income Statement
- b. Balance Sheet
- c. Funds Required & Uses
- d. Key Assumptions
(Trends, comparatives)