

# VENTURE SUMMARY EVALUATION

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

Please evaluate the Venture Summary according to the following scale:

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Poor</b>	<b>Fair</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>

In rating each category, please consider the following questions:

- How thorough of an understanding does the team have of the venture, its products/services, and market?
- How well does each section communicate an understanding of the elements that should be addressed (shown in parentheses)?
- How succinctly has the team articulated its points?
- How successful is the team at increasing your curiosity to learn more about the venture?

**1. Company Overview (effective summary of proposed mission, model, and core business)**

1      2      3      4      5

**2. Products & Services (in plain English, concise description of features, benefits, and differentiation)**

1      2      3      4      5

**3. Marketing (understanding of chosen target market and methods to communicate and sell to it)**

1      2      3      4      5

**4. Finance (appropriate sources and uses of required funds and reasonable revenue/profit projections)**

1      2      3      4      5

**5. Management Team (concise discussion of venture's leadership and relevant gaps in team)**

1      2      3      4      5

**6. Exit Strategy (appropriate method, timing, and trigger factors for exit)**

1      2      3      4      5

**7. Brevity & Clarity (well-written, minimal redundancy, understandable language, effective use of allowed space)**

1      2      3      4      5