

Evaluations of Businesses – Questions to include

There should be comment/feedback boxes for each of the criteria, in addition to the rating scale.

Venture and Main Street:

1. Market and Product-Market Fit: Value proposition (problem-solution), customer targets, market size and accessibility
2. Attractiveness: Market size and accessibility; strength and capabilities of current competitors vs. competitive advantage of the business; degree of uniqueness/differentiation
3. Go-To-Market Strategy: Appropriateness of their planned product, pricing, distribution, customer recruitment strategies
4. Economics: How will the venture make money; profitability potential; appropriateness of financing strategy
5. Team: Is this the right team to pursue this business; is the team complete and/or have they identified appropriately the additional team needs? Do they appear to understand the business and the market/industry?

Student:

1. Market and Product-Market Fit: Value proposition (problem-solution), customer targets, market size and accessibility
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