15.390 Financial Section Evaluation Form

Team Name:_____ **, Evaluator:** _____

1. Idea: Grade: ___, Comments: _____

   _____

2. Target Customer & Market Analysis: Grade: ___, Comments: _____

   a. Target Customer Profile: _____

   b. Persona: _____

   c. Primary Customer Research: _____

   d. Interpretation of Primary Customer Research: _____

   e. TAM: _____

   f. First 10 Target Customers Listed: _____

3. Go To Market #1: Business Model: Grade: ___, Comments: _____

   a. Pricing: _____

   b. Noting How Biz Model & Pricing Decision Effect COCA & LTV: _____

4. Go To Market #2: Execution: Grade: ___, Comments: _____

   a. Sales Funnel Presented: _____

   b. COCA Calculation (over time): _____

   c. LTV Calculation (over time): _____

5. **Financials: Grade: ___, Comments:** _____

   _____

   a. **Nice Financial Summary to Start:** _____

   b. **Top Line Revenue Model:** _____

   c. **Understands/Explains COGS & Expenses:** _____

   d. **Profit & Loss Statement:** _____

   e. **Cash Flow:** _____

   f. **Assumptions Clear:** _____

   g. **Sensitivity Analysis:** _____

   h. **Breakeven Analysis:** _____

   i. **Cash Controls:** _____

   j. **Clarity on How Much Was Needed to Execute Business Plan:**_____

   k. **Clarity on What Exactly the Funds Would be Used For:** _____

   l. **Were there clear milestones on the Funding:** _____

   m. **Financing Strategies (including analysis of a broad ranges of sources):** _____

   n. **Ownership (Cap Stock Table) Over Time:** _____

15.390 New Enterprises
Spring 2013