	VentureNe Review Panel - Eva		Demonstration Fund						
Cor	mpany:		Location:				Evaluation Date:		
1	Target Market Sector Information Technology						[x]		
	Bio/Life Sciences					<u> </u> -	[]		
	Advanced Manufacturing Value-added Agriculture Clean-tech/ Renewable Energy Other: (please explain)						[]		
						-	[]		
	Comments								
2		alue Proposition Product/solution - addresses defined & significant problem or neec				!	Yes	No	Unclear/Unknown
	Product/solution - provides signific	ant advantage/				-			
	Market feasibility studies indicate and Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Business Concept Section		2 Margina	5 . a	, 5554	C EXCENSION			
	Comments								
3	Business Model]	Yes	No	Unclear/Unknown
	Developed / Articulated Model								
	Pricing Structure / Rationale Detailed Historical Financials Prov	ided				1			
	Realistic and supportive pro-forma financial statements Projected cash flow strategy								
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent		L	
	Business Model Section								
4	Marketing Strategy]	Yes	No	Unclear/Unknown
	Differentiates idea from competition Defined marketing plan for product	on t launch comple	eted			_			
	Sales/distribution plan completed (Formalized Market Opportunity Stu	includes value	chain)						
	Business Development Leadership)					
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Marketing Strategy Section Comments								

•	Management Team					1 1	Yes	No	Unclear/Unknown
	Founders have a realistic view of	role in company	/				103	140	Onoicul/Onknown
	Leadership shows previous simila								
	Complete team with relevant know								
	Majority of key company manage	ment residing in	lowa						
	Appropriate Board in place Mentors and Advisors (Strategic/	Operational/Lea	al/CDA)			-			
	Strategic partners / Networking ca		arcea)			1			
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Management Team Section	1 1001	2 Margina	o run	4 0000	O Exocilorit			
	Comments	•	•						
6	Outside Validation]	Yes	No	Unclear/Unknown
	Assessment by industry expert								
	Strategic partners								
	Market introduction / Customers]			
	Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
	Outside Validation Section								
	Comments								
7	Tachnalagu Bradusti Carria	•				1	Yes	No	Unclear/Unknown
1	Technology; Product; Service						Yes	No	
	Intellectual Property opportunity/requirements studied								Officieal/Officiowii
			died			-			Olicleal/Olikilowii
	Proprietary - IP, trade secret, defe		died						Onciear/Onknown
	Proprietary - IP, trade secret, def		died						Onciear/Onkilowii
	Proprietary - IP, trade secret, defu	ensible	died				Yes	No	Unclear/Unknown
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	Has articulated project's benefits	to the state of lo	wa]			
	Reviewers Assessment: Capitalization/Funding Section	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
(Comments								
Ī									
9 I	ong Term Vision/Strategy						Yes	No	Unclear/Unknown
L	Company can articulate a long-te	rm vision/strateg	ly .			_			
1	Management sees business opport	unity primarily as	S:					Ī	
_	Life-style business Sustainable growth entity								
	Licensing opportunity								
F	Exit via acquisition					-			
L	Undetermined/not discussed	1 1 5-	0 Mana	2 5-	4 0- 1]	<u> </u>	I	
	Reviewers Assessment: Long Term Vision/Strategy	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent			
•	Comments								
						·			
10 l	Next Step						Yes	No]
	Is this project ready for presentati	ion to the Techno	ology Commercia	alization Commi	ttee?				
	E (D . 1)	D I							
	Expert Revie		,						
	Recommended Next S	Steps/Miles	stones:						
9	SWOT Summary:								
	,								
,	Strengths & Opportunities:								
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