

IS IT REAL?	Is the market real?	<p>Presenters demonstrate that there is a need or desire for the solution</p> <p>Presenters realistically define the size of the market for their solution</p> <p>Presenters demonstrate that customers could actually buy the solution</p> <p>Presenters demonstrate that customers would/will actually buy the solution</p>
	Is the product real?	<p>Presenters demonstrate a clear solution concept</p> <p>Presenters demonstrate that the solution concept could be manufactured</p> <p>Presenters demonstrate that the final solution will satisfy the market</p>
	Can the product be competitive?	<p>Presenters demonstrate that their solution has a competitive advantage?</p> <p>Presenters demonstrate that the advantage can be sustained</p> <p>Presenters demonstrate how competitive responses can be managed technically</p>
	Can our company be competitive?	<p>Presenters understand the required resources to bring the solution to market and have a plan to acquire them</p> <p>Presenters understand what leadership and personnel will be needed to bring the solution to market and have a plan to acquire them</p> <p>Presenters demonstrate how they will measure market response and how they will plan appropriate actions</p>
IS IT WORTH DOING?	Will the product be profitable at an acceptable risk?	<p>Presenters show a reasonable financial model that forecasts returns greater than costs</p> <p>Presenters demonstrate an understanding of the risks and how they plan to mitigate them</p>
	Does launching the product make strategic sense?	<p>Presenters demonstrate that the plans to bring the solution to market include strategic outlook beyond initial release</p> <p>Presenters demonstrate that the plans to bring the solution to market are supported by stakeholders and funders</p>

Quality of Presentation	Quality of material	<p>Structure and content</p> <p>Within presentation guidelines (# of slides, time allotment, ...)</p>
	Quality of presenters	<p>Confidence in presentation</p> <p>Clarity of presentation</p>