

Your Detailed Results

	Team	Problem and Vision	Value Proposition	Product	Market	Business Model	Scale	Investor Exit	
9									
8									
7									
6									
5									
4									
3									
2									Level 1
1									

2 Team

The team has personally experienced the problem or has a deep understanding of it.

3 Problem and Vision

Can articulate why their vision offers a superior value proposition to competitors.

2 Value Proposition

Initial evidence supports that their value proposition is valuable to potential customers.

1 Product

The team has the ability to develop a low-fi prototype

2 Market

The team understands the applicable regulations & has a

2 Business Model

Evidence from existing pricing and business models supports th

Your Detailed Results

	Team	Problem and Vision	Value Proposition	Product	Market	Business Model	Scale	Investor Exit	
9									
8									
7									
6									Level 5
5									
4									
3									
2									
1									

8 Team

Team is recognized as market leaders in the industry.

6 Problem and Vision

Vision is being realized with early adopters and gaining ground with additional customers.

7 Value Proposition

The majority of sales in their initial target market are inbound.

7 Product

The product is built for scale & new

7 Market

Sales cycle meets or beats the

5 Business Model

Actual revenues & cost trends