Startup-O Expert Analysis

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A: Expert Curation

A1. Objective

The goal of 'Expert Curation' is to effectively determine, as a whole, which experts best predict the ranking(s) of companies, or are otherwise accurate in their evaluation.

A2: Methodology

There was a multi-step process to determining the most accurate experts. In order to simplify our analysis, only data from the Chaperone Evaluation Pitch Round and Judge Evaluation Pitch Round was utilized, each done independently.

The original pitch round survey data consisted of columns with various types of data. In the first step, the key idea was to normalize all columns to contain only numerical values between [0,1] inclusive, with expert and startup name as columns, effectively creating a purely numerical representation of that same data. This would make the task of finding the best experts, against the ranking of the companies (explained later), slightly easier.

A2.1: Chaperone Data

A2.1.1: Numerical Ordinal Data

This data column was basically 1-4 rating data. In order to normalize it, all column entries were simply divided by 4, yielding a column of values between [0,1]. (see Figure 1)

A2.1.2: Categorical Ordinal Data

This column basically consisted of categorical data with implicit order (i.e High, Medium, and Low). The categorical code-words were first converted to numerical values (i.e High \rightarrow 2, Medium \rightarrow 1, Low \rightarrow 0), after which all the values were divided by the max, which was 2 in most cases... (see Figure 2)

A2.1.3: Binary Positive

This column type effectively already consisted of 0's and 1's, or otherwise 'Yes'/'No', which was mapped to its respective binary representation. (see Figure 4)

How well	What is th	What is th
4	3	2
2	2	1
4	4	2
2	1	1

How well i What is th What is th

1 0.75 0.5
0.5 0.5 0.25
1 1 0.5
0.75 0.25 0.25

(b) Sample Processed Numerical Ordinal Data

⁽a) Sample Numerical Ordinal Data

A2.1.4: Commentary Data

Finally, our last type of data was commentary data, in which each cell had commentary. In order to convert this data to the numerical described above, we used VADER, a sentiment analysis package, to convert the comment into a sentiment score, again with a [0,1] inclusive value denoting the sentiment. (Figure 5)

What is th	What is th
Medium	Low
Medium	High
Medium	High
Medium	High
Medium	Medium

(a) Sample Categorical Ordinal Data

Are the bu	Are the bu
1	Yes
0	No
1	Yes
1	Yes
0	Yes
1	Yes

(a) Sample Binary Positive Data

What is the	What is the
0.5	0
0.5	1
0.5	1
0.5	1
0.5	0.5

(b) Sample Processed Categorical Ordinal Data

Are the bu	Are the bu
1	1
0	0
1	1
1	1
0	1
1	1
1	1
1	1
1	1

(b) Sample Processed Binary Positive Data

<u>_</u>	Additiona
į	I think Wa
r	They are c
ŗ	Although t
ŗ	Google is
İć	It's a very
ŗ	CRM is a g
ŗ	if no mista
ić	Exciting pr
r	I am not s
(a) S	ample Commentary Data

Additional Comments
0.998
0.65395
0.93125
0.84205
0.9841
0.96005
0.2249
0.901
0.749

(b) Sample Processed Commentary Data

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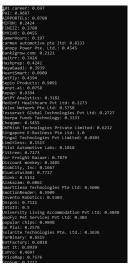
(b) Normalized Numerical Data Screenshot

A2.1.5. 1-Indexed Borda-Score

Developed by 18th century French mathematician Jean-Charles de Borda, the 'Borda Score' converts the ranking of various to a numerical representation between [0,1]. A higher rank corresponds to a higher score (i.e closer to 1), whilst a lower one to a lower score (i.e closer to 0). In the second step of the process, all companies in both rankings were assigned their 1-Indexed 'Borda Score'. (see Figure 7)

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(a) First Ranking



(b) Second Ranking

Figure 6: Two company rankings w.r.t 1-Indexed Borda Score

A2.1.6. Combining all the results

Once, we have the 'Borda Score' for all of our companies, as well as the normalized numerical representation of the data, we can simply find the average difference between each experts' average score across all parameters, and the respective 'Borda Score' of the company they are reviewing. For simplicity, we assumed that each parameter column the expert is reviewing has equal weight. Below denotes each expert's average difference for the top 3 in each.

David Wai Lun Ng: 0.0639 Kenya: 0.1011 Ramm: 0.1112

(a) First Ranking Top 3 Experts

David Wai Lun Ng: 0.1605 Dorit: 0.1696 Kenya: 0.2117

(b) Second Ranking Top 3 Experts

Figure 7: Top 3 export rankings w.r.t 1-Indexed Borda Score (Chaperone Data)

A2.2: Judge Round Analysis

A2.2.1: Original vs. Normalized Data

For our Judge Round, all data was of the form 'Numerical Ordinal Data' described above. However, each parameter had an assigned weight, which gave way for a 'weighted sum' of the normalized numerical data against the 'Borda Score' of the rankings in the Judge Round. Below are two screenshots, one of the original, and one of the normalized...

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(a) Original Tabular Data Screenshot Judge Round

Please ke What's the V Madhay K AIRPORTE	0.5	0.5	0.25	0.5	0.5	Clarity of Ki 0.5	0.75	0.75	0.5	0.75	0.75	0.5	0.5	0.5	0.75	0.5	0.75	0.5	otential A	ttractive N 0.5	0.75	0.75
Madhav K Superfan	1	1	0.25	0.75	1	1	1	0.75	0.75	0.75	0.75	1	0.75	0.75	0.75	0.75	0.73	1	1	0.75	0.73	0.73
Madhav K Emotion R	1	0.75	0.75	0.75	0.75	1	0.75	1	0.75	0.75	0.75	0.75	0.75	0.75	1	0.75	1	1	0.75	0.75	1	0.75
Madhay K Limitless	0.5	0.5	0.75	0.75	0.5	0.75	0.75	1	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.5	0.5
Lindsay Cc Juno Clini	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	1	1	0.5	0.75	0.5
Lindsay CoUniversity	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.5	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.75	0.5	0.75	0.75	0.5	0.75
Lindsay Cc Popular Cl	0.5	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	1	0.5	0.75	0.5
Lindsay Corepup.co	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.5	0.5	0.75	1	1	1	0.75	0.75	1	1	0.5	0.75	0.5
Steve Day Limitless	0.75	1	1	0.75	0.75	0.75	1	0.75	1	1	1	1	0.5	1	1	0.5	0.75	0.5	0.5	0.75	0.75	0.75
Steve Dav Go Plus	0.5	0.75	0.5	0.5	0.5	0.75	0.75	1	0.75	0.75	0.75	0.5	0.5	0.5	0.75	0.75	0.75	0.75	0.75	0.25	1	0.75
Steve Day Singapore	1	1	1	1	1	1	1	1	0.5	1	1	1	1	0.75	1	0.5	1	1	1	0.75	1	0.75
Steve Day University	0.5	0.75	0.75	0.75	0.75	0.5	1	0.75	0.75	0.5	0.75	0.75	1	1	1	0.5	1	0.5	0.5	1	1	0.5
Jeffrey Na repup.co	0.75	0.75	0.75	0.5	0.5	0.75	0.75	0.5	0.5	0.5	0.5	0.75	0.75	0.5	0.5	0.25	0.5	1	0.75	0.5	0.5	0.5
Jeffrey Na Got It	0.5	0.5	0.5	0.5	0.75	0.75	0.75	0.75	0.5	0.75	0.5	0.5	0.75	0.5	0.75	0.5	0.5	0.75	0.75	0.25	0.5	1
Jeffrey Na FitThree	0.5	0.5	0.5	0.5	0.75	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.25	0.75	0.5	0.5	0.5	0.5	0.25
effrey Na Popular Cl	0.75	0.75	0.5	0.5	0.5	0.5	0.75	0.5	0.75	0.25	0.25	0.5	0.5	0.5	0.5	0.25	0.75	1	1	0.25	1	0.5
Yen-Lu Ch PHI	1	0.75	1	1	0.75	1	0.75	0.75	0.75	1	0.75	0.75	1	1	1	0.75	0.75	1	0.75	0.75	0.75	0.75
Yen-Lu Ch Canopy Po	0.75	1	0.75	0.75	0.5	1	0.75	0.75	0.5	1	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.75	0.75	0.5	0.75
Yen-Lu Ch Juno Clini	0.75	1	1	0.75	1	1	0.75	0.75	0.75	1	0.5	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.5	0.75	0.5	0.5
Yen-Lu Ch gridComm	1	0.75	0.75	0.5	0.75	0.75	0.75	0.75	0.5	0.75	0.5	0.75	0.5	0.5	0.75	0.75	0.5	1	0.75	0.75	0.5	0.5
Satoshi Kc Go Plus	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.75	0.75	0.75	0.5	0.75	0.5	0.5	0.75	0.5	0.5	0.75	0.75	0.5	0.5	0.75
Satoshi KcgridComm	0.75	0.75	0.5	0.5	0.5	0.75	0.75	0.75	0.75	0.75	0.5	0.75	0.75	0.75	1	0.75	0.75	0.5	0.5	0.5	0.75	0.5
Satoshi Kc Canopy Pc	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.75	0.5	0.75	0.75	0.75	1	0.5	0.5	0.75	1	0.5	0.5	0.5
Satoshi Kc PHI	0.75	0.5	0.75	0.75	0.5	0.75	0.75	0.5	0.5	1	0.5	0.75	0.75	0.75	1	0.75	0.75	1	1	0.5	0.75	0.5
Jojy Azurii PriceMap	1	1	1	0.5	0.75	1	1	0.75	0.75	0.75	0.75	0.75	1	0.75	0.75	0.75	0.75	0.75	1	0.75	0.75	1
lojy Azuri Sepio Pro	1	0.75	1	1	1	1	1	1	0.75	1	1	1	1	0.75	1	1	1	1	1	0.75	0.5	1
lojy Azurii FitThree	0.75	0.75	0.75	0.75	0.75	1	1	0.75	0.75	0.75	0.75	0.75	0.75	1	0.75	0.75	1	0.75	0.75	0.75	0.5	0.5
lojy Azurii Singapore	1	1	0.75	0.75	0.75	1	1	1	1	0.75	1	1	1	1	1	1	1	0.75	1	1	1	0.5
Parimal M Medinfi H	0.75	0.75	0.75	0.25	0.5	0.5	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.75	0.75	0.75	0.75	0.5	0.5	0.5	0.5	0.5
Parimal M Waitrr	0.75	0.75	0.75	0.25	0.5	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.5	0.5	0.5	0.5	0.5

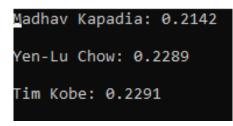
(b) Normalized Numerical Data Screenshot Judge Round

A2.2.2: Judge Round 'Borda Score' Ranking and Top 3 Experts

Below is a screenshot of the Judge Round company to 'Borda Score' mapping, as well as a screenshot of the most accurate 3 experts, along with their respective average differences.

```
Go Plus: 0.0667
Popular Chips: 0.1333
FitThree: 0.2
AIRPORTELS: 0.2667
Canopy Power Pte. Ltd.: 0.3333
repup.co: 0.4
gridComm: 0.4667
University Living Accommodation Pvt Ltd: 0.5333
PHI: 0.6
Got It: 0.6667
Juno Clinic: 0.7333
Limitless: 0.8
EmotionReader: 0.8667
SuperFan.Ai: 0.9333
Singapore E-Business Pte Ltd: 1.0
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(a) Judge Round - Ranking



(b) Judge Round - Top 3 Names

Figure 9: Judge Round Ranking with Top 3 Names

B: Predictive Power: S4 to S1 Funnel

B1: Objective

In this section, we effectively wanted to determine which experts, in the previous rounds of the evaluation, best predicted success in the later corresponding rounds, from Chaperone to Expert to Judge...

B2: Methodology

In order to perform this analysis, we looked at all drop-downs of the expert evaluation data from its higher level to the subsequent lower level, and compared an expert's accuracy in predicting a score of the company at that lower level. Below are the top 3 experts for each drop-down in the analysis, the normalized data and rankings for each of the three levels, and the respective average difference score.

B3.1: Chaperone Normalized Data and Ranking



(a) Normalized Chaperone Ranking

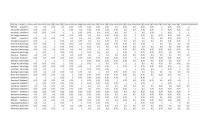


(b) First Chaperone Ranking



(c) Second Chaperone Ranking

B3.2: Expert Normalized Data and Ranking



(a) Normalized Expert Ranking



(b) First Expert Ranking



(c) Second Expert Ranking

B3.3: Judge Normalized Data and Ranking

		0.75	0.75		0.75			9.75		0.75		6.75	0.75	6.75		0.75			
	6.76	9.76	4.76	636	9.76	4.76	6.76	9.36	6.6	44	4.76				6.76	9.76		4.76	94
Parinel Mandarillia																			



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(a) Normalized Judge Ranking

(b) First Judge Ranking

(c) Second Judge Ranking

B4.1: Chaperone to Expert

Marc Nicollet: 0.1422

Kenya: 0.1536

David Wai Lun Ng: 0.1779

B4.2: Chaperone to Judge

Madhulika Sachdeva: 0.0448

Ramm: 0.1855

Fred Then: 0.2074

es.

B4.3: Expert to Judge

Shyam Ayengar: 0.0188

Nandini Das Ghoshal: 0.0479

Mustafa Kapasi: 0.0875

C: Bias Adjustment

C1: Objective

In this section, the goal was to learn the relative biases of each individual expert for each question, for both the Chaperone round and the Judge round.

C2: Methodology

For methodology, we effectively weighted each expert's parameter rating inversely to how leniently they provided said rating. In this, the weight for any cell is just the average rating for all experts who reviewed a particular company divided by the score of that particular expert for the review of a company. If any expert reviewed more than one company, a simple average was computed across all the weights calculated as per the previously described formula for each of the parameters.

C3: Relevant Data

Below are two tables, one for each, showing the resultant weight matrices denoting biases.

name	How high	How high I	How high	How high I	How high	How high I	How high	low high	How high H	low high	How impr H	low large	How lucra I	low relev	How stron	How uniqu	How well ca	team execut	e their pres	ented plans ?
Himmat Si	1.125	1	1	0.875	0.75	0.875	0.875	0.8	1	1	0.875	0.9	1	1	1	0.875	0.875			
Tarun Nall	0.75	0.8333	0.875	1	1	1	0.75	1	1	1	1	0.8333	1	1	0.875	1	1			
Ramm	0.9	0.9	1	1.125	1	1.1667	0.9	1.1667	1	1	1.125	1	0.9	1	0.9	1.1667	1			
Paddy	1.1667	1	0.875	1	0.8333	0.8333	1.25	0.8333	1.25	0.875	1	1	1	1	1	1	0.875			
Yeo Su Lin	1	1.125	1.3333	1	1	1	1.1667	1	1.1667	1.1667	1.125	1.125	1.3333	1.3333	1.125	1.1667	1.125			
Mehul Khi	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Niraj Nagr	1.5	1.1111	0.9333	0.9167	1	1.1111	0.8333	1.1111	0.9167	0.8333	0.9167	1.1667	1.1111	0.8667	0.9167	1	1			
Lux Anant	0.875	1	1.125	1.5	1.3333	1.5	1.3333	1.5	1.1667	1.1667	1.1667	1	1.3333	1.3333	1.75	1.5	1			
sridhar	1	1	1	1	1	0.8333	1	0.75	1	0.75	1	0.875	0.8333	1	0.875	1	1			
David Isaa	0.9	1	1	1.1667	1.5	1.1667	1.1667	1.3333	1	1	1.1667	1.125	1	1	1	1.1667	1.1667			
Nandini D	1	0.9	0.875	0.875	1	0.875	0.875	0.875	0.9	1	1.1667	0.9	1.1667	1	1	0.9	0.875			
Sriman Ko	1.125	1.3333	1.125	1	1.125	1.1667	1	1.1667	1	1	1.1667	1.125	1	1.3333	1	1	1.125			
Prashant	1	1	0.875	1.25	1.25	1	0.75	1	1.25	1	1.25	1.125	1.5	2	1.1667	1	1.25			
Sandeep F	0.8	0.8	1	0.875	1.125	0.8	0.875	0.875	0.875	0.8	0.75	1	0.8	0.8	1.1667	0.8	1.1667			
Paresh gu	0.8333	0.8333	0.875	0.8333	0.8333	0.8333	0.75	0.75	0.8333	0.8333	1	0.75	0.8333	0.6667	0.75	0.8333	0.75			
Rad	1.5	1.75	1.3333	1.1667	1.1667	1.25	1.25	1.25	1	1.5	1.25	1.1667	1.25	1.3333	1.125	1.1667	1.1667			
Osborne S	1	1.1667	1	0.875	1	1.5	1.25	1.5	1.5	1.25	1.25	0.9	1.1667	1.3333	1.125	1.1667	1.75			
Franklin N	1.5	1.75	1.125	1.1667	1.1667	1.25	1.5	1.25	1.1667	1	1.3333	1	1.1667	1.3333	1.3333	1.25	1.3333			
Siddarth E	0.75	0.75	0.875	0.75	0.875	0.875	0.875	1	0.875	1	0.8333	1	1	0.8	0.875	0.875	0.75			
David Wai	1.3333	0.8889	0.9167	0.8889	0.7333	1	1	1	1	0.8889	1	1.3333	0.8889	1	0.8889	0.8333	0.9167			
Jawahar K	1.125	1.3333	1	0.8333	1.125	1	1.3333	1.1667	0.75	0.8333	0.8333	1.125	0.8333	1	0.9	0.8333	1			
Aalok Agra	1.2222	1.0833	0.9333	1.0833	1.0833	1.2222	1.2222	1	1.1111	1.1667	1	1	0.8667	0.8667	1	1	1			
Aalok Dos	0.8125	0.875	0.8	0.9375	0.875	0.8125	1	0.9375	1.0833	1	0.8	1	0.85	1	1	1.0833	0.8			
Anuj	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Shyam Ay	1.1667	1.1667	1	1	1.3333	1	1.125	1	0.875	1.125	1.1667	1.125	1	1.3333	1.1667	1.1667	1.1667			
Mustafa K	0.7	0.7	0.875	0.8333	1	0.8333	1.25	0.875	0.8333	0.75	0.75	0.875	1	1	1	1	0.875			
DHAVAL A	1.3333	1.3333	1	1.1667	0.9	1.3333	1.1667	1.1667	1.1667	1.3333	1.5	1	1.3333	1.3333	0.875	1.3333	0.875			
Mark Flora	1.75	1.75	1.1667	1.25	1	1.25	0.8333	1.1667	1.25	1.5	1.5	1.1667	1	1	1	1	1.1667			
Jatin Rajpi	1.1667	1	1	1	0.875	1	0.8	0.8333	1	1.125	0.8333	1	1	1.3333	1	0.8333	0.875			
Vishesh D	1	1	1.125	0.875	0.8	0.875	0.8	1	0.875	0.875	0.875	1.125	0.875	0.8	1	0.9	1.125			

(a) Weight Matrix Chaperone

name	% net wor	Attractive	Clarity of	Cultural v	Founder F	Funding P	Humility /	Key man r	Knowledg	Learnabili	Margin str	Market Siz	Motivatio	News mor	Operating	Potential :	Potential	Revenue	Team dyn	Time Com	Value Prop	postion
0 Madhav K	1.020825	1.0625	1.0625	1.08335	1.020825	1.104175	1.041675	1.041675	1.041675	1.166675	1	1.1875	1	1.020825	1.291675	0.958325	0.958325	1.125	0.96875	1.08335	1.125	
1 Parimal M	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
2 Satoshi Ko	1.125	1.125	1.229175	1.1875	1	1	1.041675	1.020825	1.125	0.958325	1.104175	1.25	1.083325	1.083325	1.166675	1	1.083325	1.125	1.166675	0.9375	1.14585	
3 Lindsay Co	0.83335	1.041675	0.958325	0.875	0.96875	0.9375	0.916675	1.125	1.041675	0.958325	0.91665	1.041675	1	1.083325	1	0.864575	0.979175	0.958325	0.97915	0.9375	1.020825	
4 Jojy Azurii	0.854175	0.927075	0.9375	0.958325	0.958325	0.90625	1	0.895825	0.9375	0.958325	1	0.958325	0.96875	1	1	0.958325	1	1.041675	0.958325	0.958325	0.958325	
5 Yen-Lu Ch	0.958325	0.8333	0.875	0.97915	1.03125	1.03125	0.9375	1.020825	0.958325	1	0.927075	0.864575	1.020825	1.125	0.85415	1.166675	1.125	0.8854	0.91665	1.08335	0.895825	
6 Jeffrey Na	1.8125	1.5625	1.229175	1.4375	1.20835	1.4375	1.354175	1.145825	1.125	1.25	1.25	1.125	1.166675	1.15625	1.25	1.104175	1.072925	1.125	1.229175	1.291675	1.145825	
7 Tim Kobe	0.91665	0.90625	0.927075	0.90625	0.927075	0.895825	0.96875	0.9375	1	0.875	0.958325	0.91665	0.958325	1	0.854175	1	0.96875	0.958325	0.96875	0.9375	0.895825	
8 Steve Day	1.145825	1.09375	1.020825	0.927075	1.03125	0.979175	1	1.052075	0.895825	1.03125	0.96875	0.895825	0.927075	0.833325	0.9375	1.125	1.03125	0.927075	0.96875	0.9375	1.020825	

(b) Weight Matrix Judge

D: Question Predictive Power

D1: Objective

Finally, for our last section, the goal was to learn which questions, in the parameter section above, best determine the success of a given company, for the Chaperone and Judge rounds.

D2: Methodology

In order to best perform the above task, we effectively trained a Linear Regression Model that best determined the relative weights of a question parameter based on the normalized rating a given user gave to a company, and the corresponding 'Borda Score'(y) as described above. Since the experts came with their own respective biases (described above), it is important to note that each parameter was multiplied by the respective weight cell calculated earlier prior its input into the Linear Regression Model, in order to help mitigate bias. Once the weights of each of the parameters was calculated after the training of the Linear Regression Model, it was simply normalized by it being raised by e, and then being divided by the sum of all weights, each raised to the e.

D3: Relevant Output

Below is a figure denoting the respective weights of each question for both rounds based on the trained Linear Regression Model.

```
Addressable Market Size: 0.0384

Does the business model has high level of operating leverage & scalability potential ?: 0.0428

what is the level of competition in terms of alternatives available ?: 0.0365

flow do you think is the ability of the team to manage risks with Plan B ?: 0.0466

flow well is the problem identified and defined?: 0.0818

Product Uniqueness: 0.0836

Are the business metrics clearly defined: 0.0428

what is the overall feasibility of the business going forward ?: 0.0519

what is the level of uniqueness in the proposition for the venture?: 0.0386

Go to market plan strength: 0.0344

flow would you rate the likability & connect with the Founder and his authenticity?: 0.0348

Additional Comment: 0.0392

Facknology Barrier: 0.0356

What is the strength of the competitive advantage in the business model?: 0.0398

What is the level of sustainability of the competitive advantage in the most 24 months?: 0.0371

What would you waste the quality of presentation deck in terms of clarity, scope, visual impact & simplicity ?: 0.0405

What is the level of sustainability of the competitive advantage in the most 24 months?: 0.0371

What would you say is your "Unifain Advantage" that would add competitive advantage in the most 24 months?: 0.0371

What would you say is your "Unifain Advantage" the would add competitive advantage as amyone who could start the same venture ?: 0.0439

What is the level of pain area falt / preceived by the taingers; (High being 4): 0.0416

What is the level of pain area falt / preceived by the taingers; (High being 4): 0.0416

What is the level of pain area falt / preceived by in terms of clarity and impact through communication ?: 0.0462

You did you think is the Go To Market plan in next 12-18 month timeframe ?: 0.04305
```

(a) Relative Weights of Parameters Chaperone

```
Margin structure: 0.28790877593600234
Time Commitment: 0.11510182448916399
Knowledge of customer: 0.09987655189232056
Humility / arrogance of founders: 0.06726114776379409
Market Size & Growth rate: 0.06673334614505252
Key man risk: 0.052393189591581214
Potential trade/ strategic sales to corporates: 0.04900122284368937
Cultural values: 0.048067274871783146
Clarity of vision: 0.03441093034005964
Founder Reserve & Life-cycle: 0.030167139135916034
News momentum to catch investor attention: 0.029853176154953993
Revenue: 0.022896398009275575
```

(b) Relative Weights of Parameters Judge