**SI480 – VC Review Form - Team 7**

Team number being Reviewed: **TEAM 6 - Rework**  Team doing Review: Team 7

Use this scale: 1=Very Poor 2=Poor 3=Adequate 4=Good 5=Excellent

**The Business Concept**

Did the team describe the problem the venture is solving?

1 2 3 4 5

Were the nature and size of the market effectively described?

1 2 3 4 5

Did the team make it clear as to how the venture was going to reach the market?

1 2 3 4 5

Comments: The team described the problem well and concisely. The market size was described and the graph for market size was visually appealing. However, we feel that the team is overestimating the true size of the market for people who will use this product. We additionally feel that they didn’t accurately describe enough the specific marketing strategies they will use to reach their target market (why would using social media make sense?, etc)

**Business model**

Did the team describe the revenue and pricing model, and why will it work (i.e. how they will make money)?

1 2 3 4 5

Was it clear how the services/product will be delivered to the market?

1 2 3 4 5

Were the required partners or other participants well described?

1 2 3 4 5

Was the venture’s competition adequately described?

1 2 3 4 5

Was the venture’s differentiation clear?

1 2 3 4 5

Did the team represent the venture’s risks and mitigations of those risks?

1 2 3 4 5

Comments: Market for such a product does exist and was presented but pertaining to their projections, the risk mitigation against return to a normal work culture is detrimental to the company’s core existence.

**Financials**

Did the team present a balanced and understandable overall financial picture?

1 2 3 4 5

Were the venture’s capital needs made clear?

1 2 3 4 5

Was the “use of funds’ adequately represented?

1 2 3 4 5

Were the venture’s milestones clear and realistic?

1 2 3 4 5

Comments: We think the group was overshooting their financials and should be more conservative in their assumptions given the nature of their service and the market uncertainty in regards to work from home following the pandemic. Considering the subscription cost and market size we think that the company would likely grow slower and break even later.

**Overall Evaluation**

How would you rate the overall quality and effectiveness of the team’s presentation?

1 2 3 4 5

Comments: We think that overall they did a good job presenting but we were not fully convinced that their business will be profitable at their stated prices. We are concerned that their financials overestimate the need for this product and underestimate the expenses involved like depreciation and labor for installation.

**$ Given:** $0

Team number being Reviewed: **TEAM 2** **- Dispo** Team Number doing Review: Team 7

Use this scale: 1=Very Poor 2=Poor 3=Adequate 4=Good 5=Excellent

**The Business Concept**

Did the team describe the problem the venture is solving?

1 2 3 4 5

Were the nature and size of the market effectively described?

1 2 3 4 5

Did the team make it clear as to how the venture was going to reach the market?

1 2 3 4 5

Comments: Well explained business concept, a lot of useful background information and a feasible engineering product.The market was realistic, but likely overestimated given the product’s price.

**Business model**

Did the team describe the revenue and pricing model, and why will it work (i.e. how they will make money)?

1 2 3 4 5

Was it clear how the services/product will be delivered to the market?

1 2 3 4 5

Were the required partners or other participants well described?

1 2 3 4 5

Was the venture’s competition adequately described?

1 2 3 4 5

Was the venture’s differentiation clear?

1 2 3 4 5

Did the team represent the venture’s risks and mitigations of those risks?

1 2 3 4 5

Comments: The business model is positioned well enough to sustainably grow through sale of their products based on their quality. Partners

**Financials**

Did the team present a balanced and understandable overall financial picture?

1 2 3 4 5

Were the venture’s capital needs made clear?

1 2 3 4 5

Was the “use of funds’ adequately represented?

1 2 3 4 5

Were the venture’s milestones clear and realistic?

1 2 3 4 5

Comments: We think the product’s cost is too high for it to be adopted by many households. Although their pitch was thorough and concise, we think that while more people would love to recycle, a $230 price tag will not incentivize most families to purchase the product given the relative ease of sorting through their trash and saving money. We’re also concerned about the small estimated prices of R&D engineering and the AI/camera price.

**Overall Evaluation**

How would you rate the overall quality and effectiveness of the team’s presentation?

1 2 3 4 5

Comments: As previously mentioned, we do not know if the cost is accessible for most to be able to place this product in their homes

**$ Given:** $300k as equity investment at 30% stake and loan: $100k for a 5 year term starting at the end of year 2

Team number being Reviewed: **TEAM 3- Yoga Mat** Team Number doing Review: Team 7

Use this scale: 1=Very Poor 2=Poor 3=Adequate 4=Good 5=Excellent

**The Business Concept**

Did the team describe the problem the venture is solving?

1 2 3 4 5

Were the nature and size of the market effectively described?

1 2 3 4 5

Did the team make it clear as to how the venture was going to reach the market?

1 2 3 4 5

Comments: We think the business concept is highly marketable and appealing to customers. They could make an effort to address a broader client base and how they will reach the market.

**Business model**

Did the team describe the revenue and pricing model, and why will it work (i.e. how they will make money)?

1 2 3 4 5

Was it clear how the services/product will be delivered to the market?

1 2 3 4 5

Were the required partners or other participants well described?

1 2 3 4 5

Was the venture’s competition adequately described?

1 2 3 4 5

Was the venture’s differentiation clear?

1 2 3 4 5

Did the team represent the venture’s risks and mitigations of those risks?

1 2 3 4 5

Comments: Risk wasn’t discussed; partners were clear and the delivery to the market seems reasonable. It is questionable how this product varies and offers a competitive advantage

**Financials**

Did the team present a balanced and understandable overall financial picture?

1 2 3 4 5

Were the venture’s capital needs made clear?

1 2 3 4 5

Was the “use of funds’ adequately represented?

1 2 3 4 5

Were the venture’s milestones clear and realistic?

1 2 3 4 5

Comments: More information needed on break-even analysis and company revenue, costs, and income yearly. We are concerned with how much the team proposed needed to pay the startup management team, as it seems rather high.

**Overall Evaluation**

How would you rate the overall quality and effectiveness of the team’s presentation?

1 2 3 4 5

Comments: We liked the practicality of the product and the partnerships they hoped to establish with various companies. The funds required, however, were concerning and some of their financials were not realistic.

**$ Given:** $350k as equity investment at 35% stake and loan: $150k for a 5 year term starting at the end of year 2.

Team number being Reviewed: **TEAM 1 - MiCrop** Team Number doing Review: Team 7

Use this scale: 1=Very Poor 2=Poor 3=Adequate 4=Good 5=Excellent

**The Business Concept**

Did the team describe the problem the venture is solving?

1 2 3 4 5

Were the nature and size of the market effectively described?

1 2 3 4 5

Did the team make it clear as to how the venture was going to reach the market?

1 2 3 4 5

Comments: We liked the 3 stage expansion plan, but found that the market base was not the most practical given their product.

**Business model**

Did the team describe the revenue and pricing model, and why will it work (i.e. how they will make money)?

1 2 3 4 5

Was it clear how the services/product will be delivered to the market?

1 2 3 4 5

Were the required partners or other participants well described?

1 2 3 4 5

Was the venture’s competition adequately described?

1 2 3 4 5

Was the venture’s differentiation clear?

1 2 3 4 5

Did the team represent the venture’s risks and mitigations of those risks?

1 2 3 4 5

Comments: The group’s business model did not make much sense for us. The subscription approach did not seem logical for their product/service and their pricing did not seem realistic. The value proposition does not match with the customer segment which does not match with a revenue model.

**Financials**

Did the team present a balanced and understandable overall financial picture?

1 2 3 4 5

Were the venture’s capital needs made clear?

1 2 3 4 5

Was the “use of funds’ adequately represented?

1 2 3 4 5

Were the venture’s milestones clear and realistic?

1 2 3 4 5

Comments: The group’s growth projections seemed highly unrealistic for their given product and service.

**Overall Evaluation**

How would you rate the overall quality and effectiveness of the team’s presentation?

1 2 3 4 5

Comments: Slides contained **a lot** of words and not a lot of visuals. Their business proposition and projections were not very realistic The model seems flawed at achieving organizational direction/vision.

**$ Given:** $0

Team number being Reviewed: **TEAM 5 - GreenLight** Team Number doing Review: Team 7

Use this scale: 1=Very Poor 2=Poor 3=Adequate 4=Good 5=Excellent

**The Business Concept**

Did the team describe the problem the venture is solving?

1 2 3 4 5

Were the nature and size of the market effectively described?

1 2 3 4 5

Did the team make it clear as to how the venture was going to reach the market?

1 2 3 4 5

Comments: The problem could have been expanded on further to capture the viewer’s attention more. Market seemed somewhat reasonable, but we felt it did not account for stony buyers as much as we would have liked.

**Business model**

Did the team describe the revenue and pricing model, and why will it work (i.e. how they will make money)?

1 2 3 4 5

Was it clear how the services/product will be delivered to the market?

1 2 3 4 5

Were the required partners or other participants well described?

1 2 3 4 5

Was the venture’s competition adequately described?

1 2 3 4 5

Was the venture’s differentiation clear?

1 2 3 4 5

Did the team represent the venture’s risks and mitigations of those risks?

1 2 3 4 5

Comments: Business model could have been explained a bit more, as well as their partnerships. Would have liked a more detailed risk and competition section as well.

**Financials**

Did the team present a balanced and understandable overall financial picture?

1 2 3 4 5

Were the venture’s capital needs made clear?

1 2 3 4 5

Was the “use of funds’ adequately represented?

1 2 3 4 5

Were the venture’s milestones clear and realistic?

1 2 3 4 5

Comments: Salaries were concerning, not sure how realistic their financial plan and projections were for their product.

**Overall Evaluation**

How would you rate the overall quality and effectiveness of the team’s presentation?

1 2 3 4 5

Comments: We found the idea appealing and very innovative. We would like a more thorough financial plan before investing in their company, but we were intrigued enough to invest in their product.

**$ Given:** $100k as direct equity investment at 20% stake

Team number being Reviewed: **TEAM 4- SONA Gateways** Team Number doing Review: Team 7

Use this scale: 1=Very Poor 2=Poor 3=Adequate 4=Good 5=Excellent

**The Business Concept**

Did the team describe the problem the venture is solving?

1 2 3 4 5

Were the nature and size of the market effectively described?

1 2 3 4 5

Did the team make it clear as to how the venture was going to reach the market?

1 2 3 4 5

Comments: Market is overestimated considering potential health risks from spray disinfectant. ID system further limits the possible market.

**Business model**

Did the team describe the revenue and pricing model, and why will it work (i.e. how they will make money)?

1 2 3 4 5

Was it clear how the services/product will be delivered to the market?

1 2 3 4 5

Were the required partners or other participants well described?

1 2 3 4 5

Was the venture’s competition adequately described?

1 2 3 4 5

Was the venture’s differentiation clear?

1 2 3 4 5

Did the team represent the venture’s risks and mitigations of those risks?

1 2 3 4 5

Comments: The team did not address the fact that spray disinfectants are harmful when inhaled, and that currently this product would not be approved for use in multiple countries.

**Financials**

Did the team present a balanced and understandable overall financial picture?

1 2 3 4 5

Were the venture’s capital needs made clear?

1 2 3 4 5

Was the “use of funds’ adequately represented?

1 2 3 4 5

Were the venture’s milestones clear and realistic?

1 2 3 4 5

Comments: Seemed a little unrealistic to be breaking even in the first year of sales. Throwing in financial documents was hard to understand and take in.

**Overall Evaluation**

How would you rate the overall quality and effectiveness of the team’s presentation?

1 2 3 4 5

Comments: **EXTREMELY** text heavy, would have liked less text and more pictures. There were almost no figures or graphs, and not just bullet points but lengthy sentences. The presentation itself did not capture our attention and seemed like it lacked revision. Further research regarding the [efficacy and health implications of the sanitizing spray should have been conducted or these risks should have at least been mentioned](https://economictimes.indiatimes.com/news/politics-and-nation/sc-asks-centre-why-no-ban-on-disinfectant-tunnels-despite-saying-chemicals-harmful/articleshow/77976949.cms).

**$ Given: $0**