# ENTP 6370 Innovation and Entrepreneurship

**WRITTEN ASSIGNMENT: Group Project: Business Opportunity Identification and Analysis**

**Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Evaluation Criteria:** | | **Below Requirements** | **Meets Requirements** | **Exceeds Requirements** | **Score** |
| 1. **Introduction:** Is there a clear description of the business (what it does) and its mission at the outset and “opening” compelling regarding this opportunity? (Does the audience know what the business is from the first slide?) | Hard to determine business and/or strategy.  0-6 points | Business concept needs more clarity.  7-9 points | Business concept is clearly stated. Compelling introduction to the business.  10 points |  |
| 1. **The Problem (Job to be Done):** Is the market opportunity or unmet need (i.e., problem or “pain”) clearly defined, in detail and with factual support, not just hearsay or weak assumption? | Difficult to comprehend the real need or problem. No customer validation.  0-6 points | Market opportunity is “fuzzy”. The job-to-be-done must be better defined. Customer validation is weak.  7-9 points | Market opportunity and unmet need are clearly defined. Customer validation is clear through primary research.  10 points |  |
| 1. **The Solution:**  Were Products described adequately? Is “solution” presented succinctly in an understandable way? What is the Unique Value Proposition? (What is of value to customer and why will customers buy this product/service instead of from competitors?) Are there specific examples, diagrams, scenarios, or photos of how product used if clarification is needed? Are features, benefits, and competitive advantages complete? | Product/description is weak. No feature/benefits. Value proposition is not unique or lacks supporting evidence. No competitive advantage..  0-6 points | Product description is inadequate and feature/benefits are not adequately described. Evidence that there is a clear value proposition is unclear. Positioning is unclear. Competitive advantage is weak.  7-9 points | Product/service details provide features and benefits. Product positioning is clear. Advantages are presented that are compelling, clearly stated and supported. Strong competitive advantage.  10 points |  |
| 1. **Industry Overview and Market Analysis:** Is the market (Industry) analyzed well (Customers, trends, scope, potential, challenges)? Was there significant effort and time spent on primary and secondary research? Is there a Customer survey—if needed? | Weak industry data or too broad to make analysis useful. Research sources provide little relevant information.  0-6 points | Market and industry overview lacks information about customer segment, competitors, trends, size, etc. Research sources are weak.  7-9 points | Market analysis is complete with competitors, customer segment, trends and estimated addressable market. Research sources are credible.  10 points |  |
| 1. **Competitive Analysis:** Are competitors described, understood, & analyzed in detail? Does the team know its position among competitors? Are factual data presented? Is there a competitive matrix (if appropriate). | Weak competitive analysis. No competitive positioning.  0-6 points | Competitive analysis not complete. Customer “care-abouts” are not identified. Positioning is poor.  7-9 points | Competitors are adequately described, understood and analyzed. Competitive positioning is described. Competitive matrix is included.  10 points |  |
| 1. **Business Model:** Is the business model well thought through? Does it make sense how you will generate revenue? | Business model is not adequately described.  0-3 points | Business model needs more work. Rationale is not clear.  4 points | Business model is complete and rational.  5 points |  |
| 1. **Marketing Plan**: Is the marketing plan/how you will enter the market well developed (market segmentation, target market, etc.?) | Marketing plan is generic. Distribution is not identified. Plans for lead generation are non-existent. Pricing/budget are absent or weak.  0-6 points | Marketing plan needs more detail. Promotional efforts described are generic with little specificity.  7-9 points | Marketing plan is clear, pricing and target customers are identified, budget and distribution are provided.  10 points |  |
| 1. **Financial ProjectionsFunding:**  Are financial projections reasonable and supported by assumptions? (Not just “off the top of the head” numbers and not just we project 2% of the market.) Funding is clear and logical with details of how much needed and how it will be spent. | Financial plan missing substantial elements and back-up.  0-6 points | Financial plan missing required elements.  7-9 points | Financial plan describes all necessary elements including proforma financial statements, funding requirements, etc.  10 points |  |
| 1. **MilestoneTimeline**: Does the timeline address key milestones after initial funding to the next funding round? Is the roadmap realistic and sufficiently detailed, and does it give you a clear sense of where the company is going? | Milestone chart not included or is substantially generic/lacks important milestones.  0-3 points | Milestones presented, but are not in sync with proforma financial statements.  4 points | Important milestones are presented and are in sync with financial projections.  5 points |  |
| 1. **Presentation Quality and Delivery**: Overall quality of the presentation and responses to Q & A. Was the presentation convincing? Were directions followed? (e.g., well organized, no “eye tests” or spread sheets on slides, no small print, slides that are understandable, not too complex or busy, used time   effectively during presentation). | Poor presentation. Failure to communicate important points. Disorganized, poor quality, confusing format (out of sequence), flow didn’t work.  0-6 points | Presentation was not smooth. Used note cards or did not know material. Presentation was okay, but needed more “punch” to sell the project.  7-9 points | Format Followed, good graphic support. High quality, good flow. Did not exceed time limit. No note cards. Knew material.  10 points |  |
| 1. **Supporting Appendix**: Are separate backup slides or a separate document provided that details and supports the claims made in the presentation? Is there “back-up” data and information that provides more detail for the potential investor? Does the appendix provide details of the research and discovery process? | Appendix is weak, Internet links only, little support for the presentation. Little evidence of research and discovery.  0-6 points | Appendix has some data/statistics that support the presentation. Missing some critical information. Not enough back-up to support presentation.  7-9 points | Appendix has appropriate supporting data/information. Demonstrates thorough research and discovery. Detailed statistics/data that are summarized in the presentation.  10 points |  |
| **Total Score Possible = 100 points** |  |  | **Total Score** |  |