

**DUE DATE AS ESTABLISHED BY THE SYLLABUS**

**Grading Template for Paper I (Prospectus) Questions (1 pt each)**

1. CEO and Board of Directors profiles/backgrounds
2. Company target markets
3. What are the company's core competencies?
4. Who are the company's customers?
5. What kind of research is the company engaged in (if any)?
6. Current external market perception (is the company an innovator? Is the company a market leader? etc)
7. Company headcount
8. Company hiring practices/trends/tendencies
9. Educational profile of a typical employee
10. Description of company business model
11. Who are the company's chief competitors?
12. How do competitors affect their business model?
13. Financial projections over next 12 months and 60 months
14. Any imminent inflection points the company will certainly face in the short-term
15. Any other factors that could provide parameters describing an organizational model
16. Risk factors the company faces in the introduction of a new product, service, or good (beyond the typical risk of market non-acceptance)

**Other Attributes (1 pt each)**

17. Physical (Has all assignment elements)
18. Functional (Format of a Prospectus)
19. Aesthetic (Is it well-written and well-abstracted?)
20. Sufficient Insight Provided to make decisions at a Director Level

GRADE \_\_\_\_\_

NAME \_\_\_\_\_

**Optional:** One (1) point bonus for clear paper II objective