



Idea to Product® Competition Presentation Score Sheet

Team:						
Presentation Content		Points (If needed)				Notes
Team Innovation	For each section the contribution of the team to the creation of the technology and to the synthesis of the market match should be considered.					
Product/Svc. Idea & The Pain (30%)	<ul style="list-style-type: none"> creative product/service and/or unique (based on some proprietary aspect) targeted at a real marketplace need (pain) offering clearly articulated benefits 	≤15	20	25	30	
The Technology (20%)	<ul style="list-style-type: none"> clearly defined technology that is feasible define that the technology or application are novel innovation by a member or members of the team 	≤5	10	15	20	
First Customer & Initial Market (20%)	<ul style="list-style-type: none"> identifies initial customer and their characteristics includes a brief market description <ul style="list-style-type: none"> - credible source of/rationale for market size - realistic market growth rate - adequate market potential to support the business clarifies the existence of a window of opportunity 	≤5	10	15	20	
Technology & Product Status & Next Steps (20%)	Status <ul style="list-style-type: none"> clarifies current stage of the product/service (<i>More points should be given for product/services at or close to prototype stage</i>) assures the feasibility to create the product/service Next Steps <ul style="list-style-type: none"> offers a clearly defined plan for next stage of comm. provides estimated funds for next step 	≤5	10	15	20	
Competitive Advantage (10%)	<ul style="list-style-type: none"> clearly defines possible barriers to entry identifies the competitive advantage of product/service addresses likely Intellectual Property (IP) protection 	≤4	6	8	10	
Economic Sustainability	The most important overall criterion is that the match between the technology and the market must represent an economically sustainable opportunity. The opportunity must be clearly characterized, must at least be a break-even proposition in the case of social entrepreneurship and must exist for a reasonable time into the future. Total opportunity value is not part of this competition.					
Total		≤34	56	78	100	
						=