



2009 Regnier Family Foundations Venture Creation Challenge

Concept Summary Evaluation Form

Team Number:	Judge Number: <input type="checkbox"/> Advancing <input type="checkbox"/> Not Advancing <input type="checkbox"/> Advancing with Conditions
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Concept Summary Title:	Completed?	Y / N
Judge's Overall Comments / Suggestions:		

OVERALL TOTAL SCORE: _____

Please evaluate the concept summary on the following aspects:
 1 = poor, 2 = fair, 3 = adequate, 4 = good, 5 = excellent

A. Company Overview **SECTION SCORE:** _____

I. Does the summary provide an overview of key information for the proposed company?

1 2 3 4 5

Comments/Questions _____

II. Does the summary clearly state the company strategy and address the sources of competitive advantages?

1 2 3 4 5

Comments/Questions _____

B. Product/Service Overview

SECTION SCORE: _____

I. Does the summary clearly describe the product and/or service?

1 2 3 4 5

Comments/Questions _____

II. Does the summary briefly address how customer needs will be solved by the product and/or service?

1 2 3 4 5

Comments/Questions _____

C. Market Opportunity

SECTION SCORE: _____

I. Does the summary clearly specify the target markets and size?

1 2 3 4 5

Comments/Questions _____

II. Does the summary clearly address customer profile and their ability to pay?

1 2 3 4 5

Comments/Questions _____

D. Competitor Overview

SECTION SCORE: _____

I. Does the summary briefly analyze the strength of competition within this industry?

1 2 3 4 5

Comments/Questions _____

II. Does the summary clearly address the variety of customer segments and competing products and/or service?

1 2 3 4 5

Comments/Questions _____

E. Key Marketing/Selling Approach

SECTION SCORE: _____

I. Does the summary briefly present the promotion and pricing strategy?

1 2 3 4 5

Comments/Questions _____

II. Does the summary briefly specify the sales methods?

1 2 3 4 5

Comments/Questions _____

F. Product/Service Creation and Delivery

SECTION SCORE: _____

I. Does the summary briefly address how the company will create its product and/or service?

1 2 3 4 5

Comments/Questions _____

II. Does the summary briefly specify the distribution methods to reach its customers?

1 2 3 4 5

Comments/Questions _____

G. Key Management Team Members

SECTION SCORE: _____

I. Have the key people and their positions been clearly assembled and specified?

1 2 3 4 5

Comments/Questions _____

II. Does the management team have the skills required to execute the plan?

1 2 3 4 5

Comments/Questions _____

H. Financial Overview

SECTION SCORE: _____

I. Does the summary provide the projected revenue and net income opportunities created by the company?

1 2 3 4 5

Comments/Questions _____

II. Does the summary briefly present the key financial information and a numerical indication of such?

1 2 3 4 5

Comments/Questions _____

• Please note that the concept summary is intended to be a professional document. The concept summary should be well-written, structured, organized, and formatted.