15.390 Competition Section Evaluation Form

Team Name: __________________________

Evaluator: __________________________

1. Idea: Grade: ___, Comments: __________________________________________________________
   __________________________________________________________

2. Competition: Grade: ___, Comments: __________________________________________________
   __________________________________________________________
   a. Identify Core: ______________________________________________
   b. Identify Other Outer Walls/Traps: ______________________________
   c. Translate Convincingly to Competitive Position for Customer: ________________
   d. Identify Key Short, Medium & Long Term Competitors: _______________________
   e. Do a Good Holistic Analysis of Key Competitors: ____________________________
   f. Position Your Company Relative to Others: _________________________________
   g. Deal with “Do Nothing Option” vs. Competitors in Balanced Fashion: __________

3. Final Overall Grade: ______, Comments:
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________