1. Idea: Grade: ___, Comments: ___________________________________________________________
   
2. Target Customer & Market Analysis: Grade: ___, Comments: __________________________________________
   
   a. Target Customer Profile: ________________________________________________________________
   
   b. Persona: ________________________________________________________________
   
   c. Identified Critical Pain Point: __________________________________________________________
   
   d. Primary Customer Research* (Quantity & Quality – e.g., did they include a table summarizing it):_____
   
   e. Interpretation of Primary Customer Research: ______________________________________________
   
3. Go To Market #1: Business Model: Grade: ___, Comments: __________________________________________
   
   a. DMU: ___________________________________________________________________________
   
   b. DMP: ___________________________________________________________________________
   
   c. Map of Sales Process: __________________________________________________________________
15.390 New Enterprises
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