15.390 Financial Section Evaluation Form

Team Name: ________________________ , Evaluator: ____________________________

1. Idea: Grade: ___, Comments: ________________________________________________

2. Target Customer & Market Analysis: Grade: ___, Comments: _______________________
   a. Target Customer Profile: ____________________________________________________
   b. Persona: _________________________________________________________________
   c. Primary Customer Research: ________________________________________________
   d. Interpretation of Primary Customer Research: _________________________________
   e. TAM: ____________________________________________________________________
   f. First 10 Target Customers Listed: ____________________________________________

3. Go To Market #1: Business Model: Grade: ___, Comments: _______________________
   a. Pricing: __________________________________________________________________
   b. Noting How Biz Model & Pricing Decision Effect COCA & LTV: __________________

4. Go To Market #2: Execution: Grade: ___, Comments: ____________________________
   a. Sales Funnel Presented: ____________________________________________________
   b. COCA Calculation (over time): _____________________________________________
   c. LTV Calculation (over time): _______________________________________________

5. Financials: Grade: ___, Comments: ____________________________________________
   a. Nice Financial Summary to Start: ____________________________________________
   b. Top Line Revenue Model: _________________________________________________
   c. Understands/Explains COGS & Expenses: ___________________________________
   d. Profit & Loss Statement: __________________________________________________
   e. Cash Flow: __________________________________________________________________
   f. Assumptions Clear: __________________________________________________________________
   g. Sensitivity Analysis: __________________________________________________________________
   h. Breakeven Analysis: __________________________________________________________________
   i. Cash Controls: __________________________________________________________________
   j. Clarity on How Much Was Needed to Execute Business Plan: _____________________
   k. Clarity on What Exactly the Funds Would be Used For: __________________________
   l. Were there clear milestones on the Funding: _________________________________
   m. Financing Strategies (including analysis of a broad ranges of sources): ______________
   n. Ownership (Cap Stock Table) Over Time: ________________________________