

ACCEPTANCE CRITERIA

Item	Max Score	Actual Score	Evaluated by	Comment
Demonstrates a good understanding of the customer value proposition	30	0		
<p>Demonstrates a good understanding of how the venture creates value for itself while providing value to the customer. This includes</p> <p>Revenue model: price x volume</p> <p>Cost structure: direct costs, indirect costs, economies of scale</p> <p>Margin model: given the expected volume and cost structure, the contribution needed from each transaction to achieve desired profits</p> <p>Resource velocity: how fast the venture needs to turn over inventory, fixed assets, and other assets – and, overall, how well it needs to utilize resources – to support the expected volume and achieve the anticipated profits</p>	15	0		
<p>Demonstrates a good understanding of the key resources needed to deliver the customer value proposition profitably. These include</p> <p>people technology, products equipment information channels partnerships, alliances brand</p>	15	0		
<p>Demonstrates a good understanding of the key processes that make the profitable delivery of the customer value proposition repeatable and sustainable. These might include</p> <p>Processes: design, product development, sourcing, manufacturing, hiring and training, IT</p> <p>Rules and metrics: margin requirements for investment, lead times, supplier terms</p> <p>Norms: opportunity size needed for investment, approach to customers and channels</p>	15	0		
Demonstrates a good understanding of the value of having a strong management team in place	15	0		
Demonstrates a good understanding of the competition	10	0		
Total	100	0		