

<input type="radio"/> <b>Decline</b>	
<input type="radio"/> <b>More Information Required</b>	
<input type="radio"/> <b>Accept: Send for External Review</b>	

CATEGORY	REQUIRED CONTENT	Weighting (%)	YES	NO	Weighted Score
A	Executive Summary	8%			0
B	Business Opportunity	10%			0
C	Market Analysis	15%			0
D	The Technology	15%			0
E	Marketing Plan	10%			0
F	Operational Plan	7%			0
G	The Management Team	15%			0
H	Financing Plan	10%			0
I	Appendices	5%			0
J	Presentation: Readability, length & appearance	5%			0
		<b>100%</b>			<b>0</b>

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				
<b>A. EXECUTIVE SUMMARY</b>	0	0	0	0	0		8%	0	Fail
<b>Criteria</b>	Comments								
<b>Comprehensiveness - does it include:</b> > Amount of finance required and distribution > Brief description of the business opportunity/technology > Market overview > Financial highlights: IRR, profit margins > Proposed exit strategy : timescale and method > IP information > CVs of management team									

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				
<b>B. BUSINESS OPPORTUNITY</b>	0	0	0	0	0		10%	0	Fail
<b>Criteria</b>	Comments								
> Business model identified - what does the business do? > Gap in the market explained > Value proposition > Origin of the business > Achievements to date > Evidence of strategic/competitive analysis (SWOT, PEST) > Expression of strategic intent (more than a vision statement) > long-term strategic objectives									

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				
<b>C. MARKET ANALYSIS</b>	0	0	0	0	0		15%	0	Fail
<b>Criteria</b>	Comments								
> Quantifies current market size and growth > Identifies and analyses unmet need > Discusses intensity of competition and explains what differentiates the business > Targetting and retention of market share - creation of barriers to entry once in the market, threats to the market and risk management strategy > Conservative market share targets									

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				
<b>D. THE TECHNOLOGY</b>	0	0	0	0	0		15%	0	Fail
<b>Criteria</b>	Comments								
> Technology development meets QSTP eligibility criteria > Technology description detailed but understandable to a layperson -> Uniqueness/novelty of technology usage and patents provided (protection) > Readiness of the technology for market > Any scientific advisory board?									

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				Fill
<b>E. MARKETING PLAN</b>	0	0	0	0	0		10%	0	
<b>Criteria</b>									
Comments									
<ul style="list-style-type: none"> <li>&gt; Market penetration strategy clearly demonstrated</li> <li>&gt; Pricing strategy given</li> <li>&gt; 2/3 customers identified/engaged</li> <li>&gt; Where is the market geographically?</li> <li>&gt; Risks acknowledged, contingency advised.</li> </ul>									



CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				Fill
<b>F. OPERATIONAL PLAN</b>	0	0	0	0	0		7%	0	
<b>Criteria</b>									
Comments									
<ul style="list-style-type: none"> <li>&gt; Project plan (GANTT), including timelines, milestones, resources detailed</li> <li>&gt; "Smart" criteria evidenced</li> </ul>									

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				Fill
<b>G. MANAGEMENT TEAM</b>	0	0	0	0	0		15%	0	
<b>Criteria</b>									
Comments									
<ul style="list-style-type: none"> <li>&gt;Quality/experience of individuals (are they seasoned?)</li> <li>&gt;Track record of delivering</li> <li>&gt;Synergy between roles and responsibilities</li> <li>&gt; Incentivised to drive the business (commitment)</li> <li>&gt; Gaps in the team addressed</li> <li>&gt; Non-executives?</li> </ul>									

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				Fill
<b>H. FINANCING PLAN</b>	0	0	0	0	0		10%	0	
<b>Criteria</b>									
Comments									
<ul style="list-style-type: none"> <li>&gt; P/L, balance sheet, &amp; cash flow statement for 5 years</li> <li>&gt; Are there other investors?</li> <li>&gt; Value creation - amount of finance required and the goals it will enable the team to achieve</li> <li>&gt; Closeness to exit, exit strategy</li> </ul>									

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				Fill
<b>I. APPENDICES</b>	0	0	0	0	0		5%	0	
<b>Criteria</b>									
Comments									
<ul style="list-style-type: none"> <li>&gt; IP</li> <li>&gt; Ownership</li> <li>&gt; Financial data (as per above)</li> <li>&gt; Names of lawyers/professional advisers</li> <li>&gt; CVs</li> </ul>									

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				Fill
<b>J. PRESENTATION</b>	0	0	0	0	0		5%	0	
<b>Criteria</b>									
Comments									
<ul style="list-style-type: none"> <li>&gt; Readability</li> <li>&gt; Length</li> <li>&gt; Appearance</li> </ul>									





