

Startup Management Evaluation Chart

Team	
Date	

Criteria	Description	Grade	Comment
Problem Identification	Problem definition	4	
	Understanding of the customers	3	
Solution	Explains the solution	3	
	Innovative	3	
	Demo	10	
Market Analysis	Identifies target market	3	
	Market size	3	
	Trends	3	
Business Model	Revenue generation model	4	
	Clarity on pricing	3	
	Customer segments	3	
Go-To-Market	Marketing channels	3	
	Positioning	3	
	Sales proces is defined (funnel)	3	
	CAC and LTV	2	
Competitive Advantage	Competitors identification	4	
	Unique Value Proposition	4	
Traction & Validation	Roadmap	4	
	Evidence of market validation.	4	
Financial Plan	Clear funding needs	3	
	Realistic financial forecasts - CF for 12months	5	
	Key financial metrics (revenue, costs, break-even)	3	
Pitch Design & Visuals	Clean presentation	5	
	Additional material	5	
Presentation Delivery	Speaks clearly, rehearsed	5	
	Time management	5	