

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		