Start
Name
%
Points
Weight
Section 1
Section 2
Section 3
Section 4
Section 5
Total Points/100%
100%
Responsibility
mark 1-10
Points for discussion:
Who is going to raise the funds?
Who is going to generate the sales?
Who is the commercial leader?
Who will build the team?
Who has the most leverage (can make most happen for lowest input)?
Ranking
mark 1-10
Points for discussion:
Who has been or will be essential?
How did this idea come about?
The environment of the idea – university? Social?
Is someone senior, eg Professor, or is everyone equal?
Inspiration
mark 1-10
Points for discussion:
Whose actual idea was it?
Who helped develop the idea?
Who has produced the protectable IP?
Who made identifiable positive contributions?
Who is the thought leader?
Perspiration
mark 1-10
Points for discussion:
Who has produced the business plan?
Who has turned the idea into a product?
Who has identified the market?
Who has called potential customers?
Who has done the networking to develop the idea?
Risk
mark 1-10
Points for discussion:
Who is taking a risk?
Who is leaving secure employment?
Who is investing?
Who has most to lose if the business fails?
Signed:
Print name:
Date: