

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

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
		100%			0

CATEGORY	SCORED CONTENT (%)					Score	Weight	Weighted Score	Rating
	1	2	3	4	5				
A. EXECUTIVE SUMMARY	0	0	0	0	0		8%	0	Fail
Criteria	Comments								
Comprehensiveness - does it include: > 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. BUSINESS OPPORTUNITY	0	0	0	0	0		10%	0	Fail
Criteria	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				
C. MARKET ANALYSIS	0	0	0	0	0		15%	0	Fail
Criteria	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				
D. THE TECHNOLOGY	0	0	0	0	0		15%	0	Fail
Criteria	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
E. MARKETING PLAN	0	0	0	0	0		10%	0	
Criteria									
<ul style="list-style-type: none"> > Market penetration strategy clearly demonstrated > Pricing strategy given > 2/3 customers identified/engaged > Where is the market geographically? > Risks acknowledged, contingency advised. 									



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

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

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

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

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

