



Team: _____

Total scores: _____

I. Originality: /25 points

1. Is it easy to see which area this business innovates? (/5 points)

Comments:

2. Level of originality of this business's innovation

- a) Novelty in Form (/10 points)

Comments:

- b) Novelty in Contents (/10 points)

Comments:

II. Product/service feasibility: /25 points

1. Is the business's value proposition presented well? Why or why not? (/5 points)

Comments:

2. Does this business have the right resources? Why or why not? (/5 points)

Comments:

3. Does this business have valuable partners? Why or why not? (/5 points)

Comments:

4. Do you believe that the team can deliver the proposed product/service? Why or why not? (/10 points)

Comments:

III. Commercial potentials: /25 points

Comments

1. Is the product/service desirable by the target customers? Why or why not? (/10 points)

Comments:

2. Is the targeted market big enough for successful commercialization of the product/service? (/15 points)

Comments:

IV. Crowdfunding and crowdsourcing performance: /25 points

1. Is the fundraising purpose clear? (/5 points)

Comments:

2. Is the information about the social business well presented? (/10 points)

Comments:

3. Supposed you intend to contribute financially to help the type of social cause the business is pitching, would you contribute to this particular business? Why or why not? (/10 points)

Comments: