

BIO ENTREPRENEURSHIP PROGRAM REVIEW RUBRIC

The following categories will be judged on a 0-5 scale, with 0=not answered/poor and 5=exceeds expectations.

COMPANY PURPOSE/VALUE PROPOSITION/PRODUCT OR SERVICE

- Clearly defined company purpose
- Clearly defined problem/solution and need in marketplace
- Product validation
- Product development risk

TEAM AND ADVISORS

- Good management team with leadership and/or technical/scientific experience and knowledge
- Engaged advisors with appropriate expertise
- Plans for scaling personnel

MARKET/COMPETITION/CUSTOMERS

- Target market identified and supported by data
- Growth potential
- Target customers identified
- Customer feedback (potential/current)
- Thorough competitive analysis
- Customer engagement

INTELLECTUAL PROPERTY/REGULATORY STRATEGY/ MANUFACTURING (IF APPLICABLE)

- Strategies for applicable categories

BUSINESS MODEL / COMMERCIALIZATION STRATEGY

- Go to market strategy
- Partners/relationships
- Milestones/traction
- Scaling plan
- Pricing strategy

FINANCIAL PROJECTIONS

- Detailed financial projections (P&L, balance sheet, cash flow)
- Funding plan
- Investment attractiveness

RISK ANALYSIS

- Risk areas identified and solutions addressed

EXECUTIVE SUMMARY/ OVERALL PROPOSAL

- Information supported by data
- Effectively written summary
- Well-structured proposal with detailed outcomes identified