

COBUILDERS

A PARTNERSHIP-DRIVEN ACCELERATOR

Scorecard for Pitch Events / Investor-ready Scorecard

Product/Technology

- 9-10:** Intellectual property secured and defendable; platform technology with strong competitive advantages; already functioning technology.
- 7-9:** Strong, sustainable & clear competitive advantages or Intellectual Property; Likely prospects for timely technical validation/market entry.
- 5-7:** Noticeable competitive advantages; some ability to protect; reasonable chance of technical success; more than 1 market
- 3-5:** Slight advantages but difficult to protect; narrow field of use; technical success is questionable
- 1-3:** Easily copied with no or marginal improvement over competitors; Small likelihood of technical success or a very long timeline

Market

- 9-10:** Large or huge market; existing sales to the target market; Already executing on a well-designed and targeted market plan
- 7-9:** Large market; Strongly expressed market interest or orders; Detailed competitive landscape analysis driving a targeted market focus.
- 5-7:** Reasonable market size; Written expressed market interest; Some competitive intelligence driving the market focus.
- 3-5:** Smallish market; some likely interest in the market; Poor or limited target market focus with limited competitive intelligence
- 1-3:** Tiny market or little thought toward market validation or justifying the target market; No competitive intelligence or market focus

Financial

- 9-10:** Already profitable with strong relationships to continue growth; Strong plan to support growth, liquidity event and yield high investor returns
- 7-9:** High likelihood of profitability; Strong support for financial assumptions; Strong, defendable forecast with high chance of investor returns
- 5-7:** Reasonable likelihood of profitability; some support for financial assumptions and forecast; Some chance for liquidity & investor returns
- 3-5:** Minimal likelihood of profitability; Questionable support for financial assumptions and forecasts; Little chance for investor returns
- 1-3:** Unlikely/confusing path to profitability; Undefendable financial data and forecasts; Liquidity unlikely. Unlikely to yield investor returns

Management

- 9-10:** Exceptional management team with experience in the target market and with previous company founder experience; All-star advisor team.
- 7-9:** Good management team with appropriate skills, contacts, and experience for the chosen target market; Full set of supplemental advisors
- 5-7:** Reasonable management team lacking specific industry experience, contacts and experience in the target market; Few advisors contributing.
- 3-5:** Management team has insufficient skills, contacts and experience - especially in the target market; Significant holes in management team.
- 1-3:** No evidence that team's or advisor's skills, contacts and experience match the market or path forward

Note that the pitch events and regional partners will use these criteria and the basic question of "Does the company have the willingness and capability to be investor-ready by the end of this year's cohort?"