

# Startup Scorecard

## Customer

- Unmet Need or Desire
- Right Size Market or Segment
- Reliable Access to Customers

Customer Score \_\_\_\_\_

## Product

- Customer Focused Solution
- Low Barriers to Adoption
- Clear Value Proposition

Product Score \_\_\_\_\_

## Timing

- Recent Innovation Enabler
- Demand Already Established
- No Signs of Commoditization

Timing Score \_\_\_\_\_

## Competition

- Clear Market Inefficiency
- Low Barriers to Entry
- Differentiable Position

Competition Score \_\_\_\_\_

## Finance

- Low Sunk Costs
- Working Capital Float
- Economies of Scale

Finance Score \_\_\_\_\_

## Team

- Subject Matter Expertise
- Functional Competence
- Supplier Partnerships

Team Score \_\_\_\_\_

