



Stella Zhang New Venture Competition

Powered by the Merage School's Beall Center for Innovation and Entrepreneurship

| | | LIFE SCIENCE JUDGING CRITERIA | | | | | | | |
|--|--|-------------------------------|-----------|------|---------|------|---------|--------------------------------------|--|
| CATEGORIES & BENCHMARKS | | EXCELLENT | VERY GOOD | GOOD | AVERAGE | POOR | MISSING | COMMENTS, QUESTIONS, RECOMMENDATIONS | |
| PROBLEM | | | | | | | | | |
| <i>the pain was clearly described AND demonstrates a real problem worth addressing</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| SOLUTION | | | | | | | | | |
| <i>the value proposition vis-à-vis the pain was clearly described, demonstrating significant value/benefit</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| TARGET MARKET | | | | | | | | | |
| <i>a clearly defined target market segment was identified AND linked specifically to the described problem</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| COMPETITION | | | | | | | | | |
| <i>a clear, sustainable and obvious competitive advantage(s) was clearly demonstrated</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| BUSINESS MODEL | | | | | | | | | |
| <i>how the venture will make money was clearly described through a model with superior potential for profitability</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| GO-TO-MARKET PLAN | | | | | | | | | |
| <i>a clear and logical path to market over a realistic timeframe was articulated including a regulatory pathway</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| FINANCIALS | | | | | | | | | |
| <i>a clear, 3-5 year financial projection was shown with key assumptions/metrics</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| TEAM | | | | | | | | | |
| <i>the team will succeed based on their bios/capabilities and the requirements to launch the venture</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| PRESENTATION | | | | | | | | | |
| <i>the material was organized, thoughtfully developed and clearly presented in a professional, convincing manner</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |
| Q & A RESPONSES | | | | | | | | | |
| <i>strong domain expertise and confidence strengthened the overall impression of their venture's potential</i> | | 5 | 4 | 3 | 2 | 1 | 0 | | |