

Scoring: 1 = Weak; 2 = Good; 3 = Best

Reviewer Name: \_\_\_\_\_

At the Pre-Proposal stage, the focus is on selecting projects with a clear and viable market opportunity. Like investors seeing a pitch for the first time, reviewers should assume intellectual property is protectable and the technology will work, unless glaring concerns are evident. If the review committee is convinced there is a market opportunity worth pursuing, the applicant will be invited to submit a full proposal where IP and technology will be evaluated further.

Project Title	SCORE	COMMENT
<b>1. Problem/Need:</b> The market problem or need is clear and well supported. Companies, venture firms and or individuals would be motivated to invest in a viable solution.	-	
<b>2. Solution:</b> The proposed solution meets the market problem/need with features/benefits that are validated.	-	
<b>3. Market Potential:</b> The product/service is well defined and has competitive advantages in )a) significant and growing market(s).	-	
<b>4. Project Plan and Budget:</b> The project plan will help a) facilitate the formation of an investable startup company that will further develop and commercialize the technology or b) enable an innovation to become more attractive for licensing and/or partnering with established companies.	-	
<b>TOTAL SCORE</b>	-	

**Opportunities:** Identify any opportunities not considered by the applicant.

**Risks:** Identify any significant risks (e.g. market, competition, business model, regulatory) that would limit the commercial potential.

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