

# APPENDIX 7

## ANGELS ANONYMOUS<sup>1</sup> SCREENING COMMITTEE WORKSHEET

Scoring: 1= Unsatisfactory 2= Weak 3= Satisfactory 4= Good 5= Excellent

CATEGORY AND QUESTIONS	SCORE
<b>General Information</b>	
Was all requested information submitted?	1 2 3 4 5
Was the overall content understandable and well presented?	1 2 3 4 5
Did the applicant stay within the page-submission requirement?	1 2 3 4 5
<b>Products/Services</b>	
Are the company product/services adequately described?	1 2 3 4 5
Is the ownership well understood?	1 2 3 4 5
Is it clear that the company owns or has licensed all relevant technology?	1 2 3 4 5
If the company is dependent on patents or other intellectual property ownership rights to succeed, has the company obtained such protection or taken all steps to date to obtain such protection?	1 2 3 4 5
Are there large industry competitors which could engineer around the company's patents?	1 2 3 4 5
Do the product/services solve a current market issue?	1 2 3 4 5
Are there unique attributes to the product/services which provide market differentiation?	1 2 3 4 5
Is this a single product/service company or a suite of potential products/services applicable to more than one market? (1: single/narrow niche to 5: numerous/highly diverse)	1 2 3 4 5
<b>Market</b>	
Is the market adequately described?	1 2 3 4 5
Is the market realistic?	1 2 3 4 5
Is there a well-defined marketing plan, including distribution?	1 2 3 4 5
What is the size and scope of the market? (1: Less than \$10 Million and regional to 5: Greater than \$1 Billion and global)	1 2 3 4 5
Is the market considered a growth market?	1 2 3 4 5
Is the customer base well defined, including compelling reasons for customer purchase?	1 2 3 4 5

<sup>1</sup> "Angels Anonymous" is a fictitious angel group and is merely a name used for example purposes.

CATEGORY AND QUESTIONS	SCORE				
<b>Market (continued)</b>					
Is there a need for follow-on customer relationships (e.g., maintenance services), and, if so, has this been well defined and addressed?	1	2	3	4	5
Has the company established all necessary partnerships, whether service providers, manufacturers, distributors, or third-party developers?	1	2	3	4	5
<b>Competition</b>					
Does the company recognize competitors?	1	2	3	4	5
Has the company done a competitive analysis, with attention to key features and benefits?	1	2	3	4	5
Has the company fairly analyzed and compared or contrasted itself with the competition?	1	2	3	4	5
Does the company present a strong and factually based reasoning for its competitive advantage?	1	2	3	4	5
Are you aware of other players in the market that the company has not identified?	1	2	3	4	5
Does the company need a first-mover position?	1	2	3	4	5
If a first-mover position is needed, will the company have adequate financial resources and/or first-to-market timing advantage to make this approach succeed?	1	2	3	4	5
<b>Management</b>					
Does management have adequate experience and expertise to properly build the company?	1	2	3	4	5
Is the management team complete?	1	2	3	4	5
If not complete, does management recognize these needs?	1	2	3	4	5
Has the management worked together before?	1	2	3	4	5
Has management been previously funded?	1	2	3	4	5
Does the Board of Directors include outside directors?	1	2	3	4	5
Does the Board have a diversity of skills and background?	1	2	3	4	5
Does the company have a Board of Advisors?	1	2	3	4	5

CATEGORY AND QUESTIONS	SCORE				
<b>Financials</b>					
Has the company provided adequate and understandable current and projected financial statements?	1	2	3	4	5
Are the company's projections realistic?	1	2	3	4	5
Do the financials show a viable and sustainable revenue model?	1	2	3	4	5
Has the company adequately considered all costs associated with developing and marketing its product/services?	1	2	3	4	5
Has the company articulated the use of raised funds?	1	2	3	4	5
Is the company using the funds to pay off debts? (1: More than 50% used for debt reduction or elimination to 5: No use on debt)	1	2	3	4	5
Has the company considered a reasonable exit strategy?	1	2	3	4	5
Have the founders contributed their own capital into the company?	1	2	3	4	5
Is the company dependent on others for success? (1: Yes, nearly completely to 5: None whatsoever)	1	2	3	4	5
<b>Total Score</b>					

Comments:

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