Catalyze Scoring Sheet

Report (25% of overall score)		Much More Work is Needed	Weak in Critical Areas	Meets Expectations	Exceeds Expectations
Summary NOTES:	• Is the problem and proposed solution clearly stated? • Is it unique? Is this a viable project / product?				
Market NOTES:	• Is it clear who the customer is and how they will be marketed to? • Is there a credible plan for market validation? • Is there a first-mover advantage or a sustainable competitive advantage?				
Profitability NOTES:	• Is there a demonstrated understanding of direct / indirect competitors. Is it correct? • Is growth potential and pricing / cost explored? • Is the team's value proposition economically viable?				
Risks & Reality NOTES:	• Are risks identified? Are there intellectual property or resource concerns? Has the team addressed potential market changes? • Other variance control? Other internal and external challenges?				
Overall Impression NOTES:	• Is the submitted report of high-quality and free of errors? • Is the project / product described investor ready?				

Presentation (25% of overall score)		Under-prepared	Key Items Not Addressed	Viable, Feasible & Conventional	Outstanding Presentation
Introduction NOTES:	• Did the team grab your attention? Did you witness passion? • Did you find a definitive reason to care?				
Content NOTES:	• Is a story told (logical sequence)? Is there a focus on an appropriate market need, and on the team's solution? • Was the business model addressed vis-à-vis the Catalyze mission?				
Conclusion NOTES:	• Does the team demonstrate commitment to its concept? • How about a further call-to-action; is it compelling?				
Overall Impression NOTES:	• Is the presentation of high-quality and free of errors? • Is the project / product described investor ready?				
Q&A Interaction NOTES:	Is the team able to answer the judges questions?				

Catalyze Potential (50% of overall score)		Much More Work is Needed	Weak in Critical Areas	Meets Expectations	Exceeds Expectations
Klamath Falls Relevance NOTES**:**	• Does the project / product have the potential to add value in the Klamath Basin? • Does the project / product involve innovation to solve a problem or innovation in the business model?				
Overall Impression NOTES**:**	• Does the project / product speak to you as an entrepreneur / investor? • Is the project / product technologically feasible / economically viable? • Is the project / product described market ready?				