MISSISSIPPI STATE UNIVERSITY™
CENTER FOR ENTREPRENEURSHIP & OUTREACH

Scoring and Judging Sheet

MSU Startup Summit 2022

REAL – Is the product and opportunity real?

1. The entrepreneur shows evidence of investing real work into the business (e.g. basic online research, concept sketches, outside input, something in front of people).

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

2. The team has identified a potential customer with an actual problem.

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

3. Technology presented is feasible OR there is a technology available that could make it feasible (e.g. the solution could realistically be constructed).

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

WORTH – Could the opportunity make money and scale?

4. The entrepreneur shows a pathway to scale the product.

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

5. The idea in its current, or a relatively evident pivot, could be financially viable.

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

6. There is a clear and obtainable sales strategy that could capture meaningful market share.

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

WIN – Is there sufficient competitive advantage to win?

7. The solution is relative unique for the target market.

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

8. The team has an awareness and transparency of competitive landscape.

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

9. The team shows ability to listen and appears flexible to pivoting.

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)

OVERARCHING DECISION – Does either the idea or the team appear to have potential **AND** does this team convince you it will push to build a viable business?

❑ Strongly Disagree (1) ❑ Disagree (2) ❑ Neutral (3) ❑ Agree (4) ❑ Strongly Agree (5)