Startup Grant Evaluation

MSU Center for Entrepreneurship & Innovation

Date Submitted: _____
Date Reviewed: _____
Notified? Yes No

Startup: _____
Applicant: _____

Description	No		Maybe	Yes	
Product / Service Definition *The product is complete and **clearly defined**, understood, and feasible. Contains **scalable core innovation**.*	1	2	3	4	5
Customer Understanding *There is a clear grasp of **who is the customer** and **evidence** presented of product interest.*	1	2	3	4	5
Revenue Model *The company has a **strong revenue strategy** and has shown evidence of embrace.*	1	2	3	4	5
Market Potential & Scale *There is a **large potential market** clearly identified that can be reasonably captured.*	1	2	3	4	5
Sales Channels and Path *A clear **path to reaching potential customers** exists and realistic sales plan has been established.*	1	2	3	4	5
Distinctive Advantage *The company provides something **novel**, unique, and/or special that gives it a competitive advantage.*	1	2	3	4	5
Grant Impact *Startup Grant would have **significant impact** on this business's viability and growth rate **in its current state**.*	1	2	3	4	5

Reviewer Opinion: ○ ACCEPT ○ REJECT **Total Score:** _____ / 35

COMMENTS: _____

_____

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_____

Stage of Business:
○ Concept
○ Prototype Development
○ MVP Ready
○ Paying Customers

Fit to Grant:
○ Excellent
○ Good
○ Average
○ Poor

ANY REQUIRED PROVISIONS
- _____
- _____
- _____