MISSISSIPPI STATE UNIVERSITY™
CENTER FOR ENTREPRENEURSHIP & OUTREACH

VentureCatalyst™ Program

Spark Grant Evaluation Worksheet

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 ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

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

❑ Strongly Disagree ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

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 ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

WORTH – Could the opportunity make money and scale?

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

❑ Strongly Disagree ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

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

❑ Strongly Disagree ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

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

❑ Strongly Disagree ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

WIN – Is there sufficient competitive advantage to win?

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

❑ Strongly Disagree ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

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

❑ Strongly Disagree ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

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

❑ Strongly Disagree ❑ Disagree ❑ Neutral ❑ Agree ❑ Strongly Agree

OVERARCHING DECISION: Does either the idea or the team appear to have potential AND does this team convince you it will push through the program to be successful?

FUNDING RECOMMENDATION: ❑ Fund ❑ Potentially Fund ❑ Do Not Fund

Teams with two or more categories averaging below a neutral rating should automatically be DNF.