MISSISSIPPI STATE UNIVERSITY™
CENTER FOR ENTREPRENEURSHIP & OUTREACH

RSL Pro Program

Spark Grant Evaluation Worksheet

REAL – Is the product and opportunity real?

1. The startup is ready to deploy $500 into inventory or initial marketing materials.

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

2. The team has identified a potential customer.

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

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

   ❑ 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 plan to 3x the initial $500 spark grant.

   ❑ 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 opportunity shows sufficient novelty or momentum to compete in 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.

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 ❑ Defer