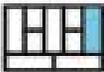
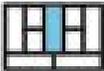
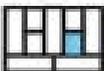
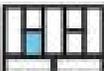


Pitch:

Completed by:

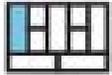
Strategic Fit	0 - no alignment	5 - some alignment	10 - strong alignment
Vision/Culture/Image			
Our value proposition and business model are aligned to our company's vision, culture and image.			
Innovation Guidance			
Our value proposition and business model are aligned to our company's innovation guidance.			
Leadership Support			
Our value proposition and business model has support from a key sponsor(s).			

Risk Reduction/Desirability	0 - no evidence	5 - some evidence	10 - strong evidence
Customer Segment			
 Our critical customer segments have the jobs, pains, and gains relevant for selling our value proposition.			
Value Proposition			
 Our value proposition resonates with our critical customer segments.			
Channels			
 We have found the best channel(s) to reach and acquire our critical customer segments.			
Customer Relationship			
 We have developed the right relationships to retain customers and repeatedly earn from them.			

Risk Reduction/Feasibility	0 - no evidence	5 - some evidence	10 - strong evidence
Key Resources			
 We have the right technologies and resources to create our value proposition.			

**Key Activities**

We have the right capabilities to handle to the most critical activities for creating our value proposition.

**Key Partners**

We have found the right key partners who are willing to work with us to create and deliver our value proposition.

Risk Reduction/Viability	0 - no evidence	5 - some evidence	10 - strong evidence
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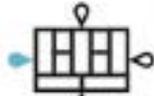
**Revenues**

We know how much our customers are willing to pay us and how they will pay.

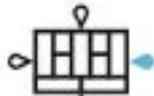
**Costs**

We know our costs for creating and delivering the value proposition.

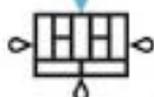
Risk Reduction/Adaptability	0 - no evidence	5 - some evidence	10 - strong evidence
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**Industry Forces**

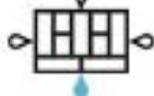
We understand the competitors and emerging players in our markets.

**Market Forces**

We understand the critical issues and shifts in our addressable market and its economic value.

**Key Trends**

We understand the key technology, regulatory, cultural and societal trends that affect our business model.

**Macro-Economic Forces**

We understand the macro-economics and infrastructure factors that affect our business model.

Opportunity	value < \$100k	value \$10M+	value \$100M+
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We understand the financial potential of our idea.