

**Company Name:** \_\_\_\_\_

**Presentation Date:** \_\_\_\_\_

**Reviewer's Name:** \_\_\_\_\_

**Score**
**1 to 5**

(Weak)...(Strong)

**Management**

 Review Factors: Industry experience  
 Startup experience (been funded before?)  
 Complete team, or identified areas of need  
 Strong Board and Advisors

**Market**

 Review Factors: Large, addressable market? Market share assumptions reasonable?  
 Market / Industry life cycle: Growing, flat, declining?  
 Customer base well defined, including reasons why they will purchase  
 Competition is well understood  
 Significant barriers to entry for future competitors

**Product / Service**

 Review Factors: Product / service status: (idea stage, reduced to practice, final product, customer sales)  
 Solves real market need  
 Sufficient IP protection  
 Available product extensions or single product company

**Business Model / Strategy**

 Review Factors: Reasonable business model  
 Reasonable milestones and timeframes  
 Reasonable strategy for creating sales (e.g., channels, partners, etc.)  
 Operations aspects well defined and make sense

**Financial / Investment**

 Review Factors: Realistic projections and cost assumptions  
 Use of funds well thought out  
 Time to cash flow and profitability  
 Reasonable exit scenarios  
 Valuation and ability to generate sufficient ROI

**Comments / Feedback:**
**Overall Score:**

(0 to 25)

**Investor Interest (Fill out either the blue or green section below)**
**Rochester Angel Fund Investors**
**Do you vote to move deal into Due Diligence?**

\_\_\_\_\_ Yes \_\_\_\_\_ No

\_\_\_\_ check here if interested in assisting with due diligence

**Non-Fund Investors (individual RAN members & Guests)**
**Are you personally interested in forming or joining  
a due diligence team to learn more about this deal?**

\_\_\_\_\_ Yes \_\_\_\_\_ No