



# START-UP EVALUATION FORM

Startup name: .....

PRODUCT	STRATEGIC FIT	TEAM
Is the value proposition clear, attractive and understandable? <input type="checkbox"/>	Can the objectives of the collaboration be achieved through the startup's value proposition? <input type="checkbox"/>	What's the resilience of the team - how does the startup cope with change and backlashes? <input type="checkbox"/>
Is the technology convincing and does it fit the company? <input type="checkbox"/>	Does the maturity level of the startup and its products match the objective of the cooperation? <input type="checkbox"/>	Is the team complementary and covers the skills needed to succeed with their innovation? <input type="checkbox"/>
Has the startup already convinced customers or conducted pilot projects with other companies? <input type="checkbox"/>	Does the startup product offer advantages over an internal development? <input type="checkbox"/>	Is there specific industry knowledge in the team? <input type="checkbox"/>
What is the product development status? <input type="checkbox"/>	How does the startup benefit from the collaboration? <input type="checkbox"/>	Is the team experienced in working at or collaborating with established companies? <input type="checkbox"/>
Is the product ready for a proof-of-concept project? <input type="checkbox"/>		Can the resources required for the collaboration be committed? <input type="checkbox"/>
[ / 5 ]	[ / 4 ]	[ / 6 ]
FINANCING	MOTIVATION	INTERNAL STAKEHOLDERS
Has the startup already convinced investors? <input type="checkbox"/>	Can the startup clearly demonstrate what value the collaboration can provide to the corporate? <input type="checkbox"/>	Are there any departments in the company which are interested in working with the startup? <input type="checkbox"/>
Is financing and/or turnover present to keep the startup in business throughout the coming months? <input type="checkbox"/>	Did the startup try to learn a lot about the corporate beforehand? <input type="checkbox"/>	Is the targeted collaboration supported by (top-)management? <input type="checkbox"/>
How has the startup evolved since its foundation? <input type="checkbox"/>	Were sales or pitch documents adapted to the specific collaboration? <input type="checkbox"/>	
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<b>OVERALL</b>
Do you want to work with the startup? <b>No / Yes</b>

