

## Appendix C: East Carolina Angels Screening Worksheet

# East Carolina Angels Screening Worksheet

Scoring: 1=Unsatisfactory 2=Weak 3=Satisfactory 4=Good 5=Excellent

Categories and Questions	Scoring
<b>General Information</b>	
Was all requested information submitted?	1 2 3 4 5
Was the overall content understandable and well presented?	1 2 3 4 5
Did the applicant follow the submission guidelines?	1 2 3 4 5
<b>Products/Services</b>	
Is the company product/service adequately described?	1 2 3 4 5
Is the ownership well understood?	1 2 3 4 5
Is it clear that the company owns or has licensed all relevant technologies?	1 2 3 4 5
Has the company obtained or protected the patents or other IP rights it needs to be successful?	1 2 3 4 5
Are there large industry competitors, which could engineer around the company's patents?	1 2 3 4 5
Does the product/service solve a current market issue?	1 2 3 4 5
Are there unique attributes to the product/service which provide market differentiation?	1 2 3 4 5
Is this a single product/service company or a suite of potential products/services applicable to more than one market? <i>(1: single/narrow niche to 5: numerous/highly diverse)</i>	1 2 3 4 5
<b>Market</b>	
Is the market adequately described?	1 2 3 4 5
Is the market realistic?	1 2 3 4 5
Is there a well-defined marketing plan, including distribution?	1 2 3 4 5
What is the size and scope of the market? <i>(1: &gt; \$10M and regional to 5: &lt; \$1B and global)</i>	1 2 3 4 5
Is the market considered a growth market?	1 2 3 4 5
Is the customer base well defined, including compelling reasons for customer purchase?	1 2 3 4 5
Is there a need for follow-on customer relationships and, if so, has this been well defined and addressed?	1 2 3 4 5
<b>Competition</b>	
Does the company recognize competitors?	1 2 3 4 5
Has the company done a competitive analysis, with attention to key features and benefits?	1 2 3 4 5
Has the company fairly analyzed and compared or contrasted itself with the competition?	1 2 3 4 5
Does the company present a strong and factually based reasoning for its competitive advantage?	1 2 3 4 5
Are you aware of other players in the market that the company has not identified?	1 2 3 4 5
Does the company need a first-mover position?	1 2 3 4 5
If a first-mover position is needed, will the company have the financial resources and/or first-to market timing advantage to make this approach successful?	1 2 3 4 5
<b>Management</b>	
Does management have adequate experience and expertise to properly build the company?	1 2 3 4 5
Is the management team complete?	1 2 3 4 5
If not complete, does management recognize these needs?	1 2 3 4 5
Has the management worked together before?	1 2 3 4 5
Has management been previously funded?	1 2 3 4 5
Does the board of directors include outside directors?	1 2 3 4 5
Does the board have diversity of skills and background?	1 2 3 4 5
Does the company have a board of advisers?	1 2 3 4 5
<b>Financials</b>	
Has the company provided adequate and understandable current and projected financial statements?	1 2 3 4 5
Are the company's projections realistic?	1 2 3 4 5
Do the financials show a viable and sustainable revenue model?	1 2 3 4 5
Has the company adequately considered all costs associated with developing and marketing its product/service?	1 2 3 4 5
Have the use(s) of the funds being raised been articulated? <i>(1: no or &gt; 50% used for debt reduction to 5: no use on debt)</i>	1 2 3 4 5
Has the company considered a reasonable exit strategy?	1 2 3 4 5
Have the founders contributed their own capital into the company?	1 2 3 4 5

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Is the company dependent on others for success? (1: Yes, nearly completely to 5: None whatsoever)

1 2 3 4 5

**Total Score:**

**Comments:**

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