



SOC ENT CHALLENGE CRITERIA

Social Enterprise _____ Evaluator: _____

1 IS LOWEST RATING

SOCIAL IMPACT

RATE FROM 1-20

- Is it a viable way to address an important social problem or issue?
- Will it produce measurable outcomes?

Evaluator Score _____

FOUNDING TEAM

RATE FROM 1-20

- Is it adequate or are needed additions well defined?
- Is the entrepreneur (and team) driven, resourceful, and coachable?

Evaluator Score _____

PRODUCT OR SERVICE

RATE FROM 1-10

- How proprietary, innovative, and scalable is it?
- Are the research, development, production and distribution processes well defined and credible?

Evaluator Score _____

FINANCIAL INFORMATION

RATE FROM 1-10

- Are financial statements and projections realistic and comprehensive?
- Is the type, amount, timing, and use of funding being sought clearly presented?

Evaluator Score _____

RISK FACTORS

RATE FROM 1-10

- Does the enterprise have a sustainable advantage over the status quo & competitors?
- Are other major players in the issue area accounted for? Are other internal & external risks addressed?

Evaluator Score _____

MARKETING OPPORTUNITY

RATE FROM 1-10

- Is the market growing or underserved? How easy is it for users to convert?
- How many customers have been secured so far?

Evaluator Score _____

SUSTAINABILITY STRATEGY

RATE FROM 1-10

- What kind of investment have the expected social and financial returns attracted so far?
- How soon will the enterprise generate a surplus which can be used to repay investors, expand the business &/or underwrite other programs?

Evaluator Score _____

OVERALL PRESENTATION

RATE FROM 1-10

- Cogent and comprehensive?
- Engaging and persuasive?

Evaluator Score _____