

## Questionnaire for Startup Project Evaluation

№	Criterion Name	Value
<b>Criteria Group: "Essence of the Idea"</b>		
<b>1</b>	<b>Is the proposed idea a product or a service?</b>	
	1. Temporary idea (5 points).	
	2. Currently under development with market research and a business plan (20 points).	
	3. At the prototype stage, being tested by potential clients (25 points).	
	4. Currently generating revenue (30 points).	
<b>2</b>	<b>Which industry does the idea belong to?</b>	
	1. Product relates to retail, food, entertainment, etc. (10 points).	
	2. The idea has not yet been recognized as an industry (20 points).	
	3. The product was popular among investors several years ago (25 points).	
	4. The product is currently popular among investors (e.g., medical devices, nanotechnology, security software, corporate software) (30 points).	
<b>3</b>	<b>Social significance of the idea:</b>	
	1. Minimal novelty value (5 points).	
	2. Makes life slightly easier and more enjoyable for many but solves no fundamental problems (20 points).	
	3. Helps people or businesses in their work (25 points).	
	4. Saves lives and/or significant money (i.e., urgently needed in the market) (30 points).	
<b>4</b>	<b>Strength of the idea (if venture companies compete in this field, then tomorrow the product based on the idea will?):</b>	
	1. Be insignificant (0 points).	
	2. Compete in a market dominated by large players but take a smaller share (5 points).	
	3. Stay ahead through innovation, agility, and speed (20 points).	
	4. Collaborate with competitors as the technology dominates the market (25 points).	
<b>Total Points for Criteria Group 1</b>		
<b>Criteria Group: "Authors of the Idea"</b>		
<b>1</b>	<b>Entrepreneurial experience level:</b>	
	1. Gained from reading business books and magazines (5 points).	
	2. Launching a successful small business (10 points).	
	3. Co-founder or employee in a successful tech company (20 points).	
	4. Founder of several successful companies (25 points).	
<b>2</b>	<b>Management experience in the startup's market sector:</b>	
	1. No experience (0 points).	
	2. Up to 2 years (5 points).	
	3. 2–5 years (10 points).	

	4. Over 5 years (15 points).	
<b>3</b>	<b>Hours invested in the startup's development:</b>	
	1. 0–999 hours (10 points).	
	2. 1,000–1,999 hours (12 points).	
	3. 2,000–3,999 hours (15 points).	
	4. 4,000 or more hours (20 points).	
<b>Total Points for Criteria Group 2</b>		
<b>Criteria Group: "Comparative Characteristics of the Idea"</b>		
<b>1</b>	<b>Key competitors (serving the same customer need):</b>	
	1. Nonexistent (5 points).	
	2. Large companies with significant marketing budgets (10 points).	
	3. Other startups in a new market (15 points).	
	4. Substitutes (new product without direct competitors) (25 points).	
<b>2</b>	<b>Other startups in the field received venture funding of:</b>	
	1. Less than \$1 million (5 points).	
	2. \$1–2 million (10 points).	
	3. \$2–5 million (15 points).	
	4. Over \$5 million (25 points).	
<b>Total Points for Criteria Group 3</b>		
<b>Criteria Group: "Commercial Significance of the Idea"</b>		
<b>1</b>	<b>Strategic partners:</b>	
	1. Exchanged emails with potential contacts (5 points).	
	2. Letter of intent from a potential distributor (10 points).	
	3. Several signed partnership agreements, more in progress (20 points).	
	4. Numerous agreements for licensing, supply, and sales (25 points).	
<b>2</b>	<b>Intellectual property:</b>	
	1. All concepts exist in my head (10 points).	
	2. Provisional patent application submitted (15 points).	
	3. Patent application pending (25 points).	
	4. Issued patents covering the invention's value chain, trademarks, and service marks (35 points).	
<b>3</b>	<b>Business plan availability:</b>	
	1. Does not exist (0 points).	
	2. Contains several errors (10 points).	
	3. Appears perfect in my opinion (20 points).	
	4. Validated by consultants, lawyers, and accountants (30 points).	
<b>4</b>	<b>Personal funds invested in the startup:</b>	
	1. \$0–\$24,999 (10 points).	
	2. \$25,000–\$99,999 (20 points).	
	3. \$100,000–\$249,999 (30 points).	

	4. \$250,000 or more (35 points).	
5	Corporate attorney's firm:	
	1. Attorney with only legal education (5 points).	
	2. Small local firm (10 points).	
	3. Medium-sized firm specializing in investments (25 points).	
	4. Nationally recognized corporate law firm with extensive venture connections (35 points).	
6	Intellectual property specialist availability:	
	1. Acquaintance knowledgeable in the field (10 points).	
	2. Small local firm claiming to handle IP (15 points).	
	3. Medium-sized firm experienced with startups (20 points).	
	4. Nationally recognized IP firm with specialized attorneys (30 points).	
7	Sales and marketing plans:	
	1. "If I build it, they will come" (10 points).	
	2. Basic website promotion via Google (20 points).	
	3. Hiring commission-based salespeople (25 points).	
	4. Comprehensive marketing and sales plan combining proven tactics (35 points).	
Total Points for Criteria Group 4		
Criteria Group: "Expected Outcomes"		
1	Startup will compete with products generating annual revenues of:	
	1. \$25,000–\$99,999 (10 points).	
	2. \$100,000–\$249,999 (13 points).	
	3. \$250,000–\$549,999 (16 points).	
	4. \$549,000 or more (20 points).	
2	Market growth rate:	
	1. Up to 10% annually (5 points).	
	2. 10–30% annually (10 points).	
	3. Over 30% annually (15 points).	
3	Expected revenue in the next 12 months:	
	1. \$0–\$24,999 (5 points).	
	2. \$25,000–\$99,999 (10 points).	
	3. \$100,000–\$249,999 (15 points).	
	4. \$250,000 or more (20 points).	
4	Expected revenue in 5 years:	
	1. \$0–\$1 million (5 points).	
	2. \$1–\$5 million (10 points).	
	3. \$5 million or more (15 points).	
	4. \$10 million or more (20 points).	
5	Expected gross profit after market entry:	
	1. Unknown (0 points).	
	2. Break-even (5 points).	
	3. Gradual increase, similar to hardware businesses (10 points).	
	4. Rapid growth, akin to software businesses (15 points).	