

Příloha 1 Scorecard method - Posouzení rizikových faktorů

VALUATION WORKSHEET

Weighting	Factors and Issues																																								
	IMPACT ON THE VALUATION OF PRE-REVENUE, STARTUP COMPANIES																																								
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		Impact	<u>Is the product compelling to customers?</u>
		--	This product is a vitamin pill
		++	This product is a pain killer
		+++	This product is a pain killer with no side effects
		Impact	<u>Can this product be duplicated by the others?</u>
		--	Easily copied, no intellectual property
		0	Duplication difficult
		++	Product unique and protected by trade secrets
		+++	Solid patent protections
0-10%	Competitive Environment		
		Impact	<u>Strength of competitors in this marketplace</u>
		--	Dominated by a single large player
		-	Dominated by several players
		++	Fractured, many small players
		Impact	<u>Strength of competitive products</u>
		--	Competitive products are excellent
		+++	Competitive products are weak
0-10%	Marketing/Sales/Partners		
		Impact	<u>Sales channels, sales and marketing partners</u>
		--	Haven't even discussed sales channels
		++	Key beta testers identified and contacted
		+++	Channels secure, customers placed trial orders
		--	No partners identified
		++	Key partners in place
0-5%	Need for additional rounds of funding		
		+++	None
		0	Another angel round
		--	Need venture capital
0-5%	Other		
		++	Positive other factors
		--	Negative other factors