



This PDF document contains information useful to both applying companies and the expert judges who are evaluating applications. Please review this document carefully as it details the information we collect and how it will be evaluated.

Table of Contents

Page(s)	Title	Description
2 – 5	Application template	Please familiarize yourself with its format and the questions asked. <i>If you are a team applying for the Venture Madness, please download an editable version of the application template here.</i>
6	Evaluation Map of the Application	This page lists the evaluation criteria Venture Madness is using for each of the sections in the application form.
7	Challenges for companies	Here, we break down each of the evaluation criteria. We translate each criterion in the challenge it poses to an entrepreneur.
8 – 9	Full evaluation rubric	These pages detail the evidence-based evaluation matrix we are using for this competition. Each evaluator will score companies using this tool. Feedback will be anonymized, aggregated and provided to all participating companies.
10	An example heat map	This page gives you an idea of what a feedback summary for a competing company will look like once a given round of judging is complete.

Venture Madness has partnered with Valid Evaluation, Inc. and is using that company's tools for the competition. Below are links to three **tutorial videos** explaining key aspects of their online platform. Please watch them.

Audience	Video	Running Time
Judges	Anonymous Evaluations	2:33
Judges	Recommendations	1:40
Companies	Understanding Feedback	3:16



Instructions

- ü **Due by Thursday December 18, 2014 at 3:00pm Arizona Time (AZ).**
- ü Entries that do not comply with these instructions will not be accepted. Please read carefully!
- ü **The information provided in this application, and in your 90-second video, must be defined as non-sensitive by your business. With the exception of this first page and the Part 6 Section, all other information is eligible to be posted for public access and viewing if selected as one of the Top 64 firms to participate in the contest. See Rules and the Terms & Conditions on the Venture Madness website.**
- ü Complete this entire entry form using a **10-point font size**. Do not change this document’s margins or alter its format.
- ü **Your completed document must be no more than four (4) total pages:** This Company Profile page is the first page. These instructions should remain *intact* with the fields below filled out accordingly. Parts 1 - 5 must ONLY be on the second and third pages (2 pages max). ONLY Part 6 is to be presented on the final, fourth page. The second and third pages (Parts 1-5) WILL be posted for public access if selected as one of the top 64 firms to participate. The first and fourth pages will NOT be public.
- ü Parts 1 - 5 below must be contained on a **maximum of two pages (only on the second and third pages)**. For all Parts, you may change the relative sizes of the boxes’ lengths, but you must write your responses within the provided template.
- ü The bolded, black text in each of the boxes for parts 1 through 6 are clarifying questions and content suggestions. We understand that you may not have answers to all the questions, but more complete applications tend to get better evaluations. You may delete this bolded, black text in parts 1 through 6 as you fill in the application. Delete the red instructions.
- ü Save this file as a PDF (often an option in Microsoft Word’s save-as window). Please title your file **“company name_VM_15.pdf”**, for example, “MyCompany_VM_15.pdf”.
- ü **To submit:** Beginning Friday, November 21, 2014, visit www.VentureMadness.com and go to the “Apply” section, then click the “Submit Application” button. From there, you will fill out the form with your company profile information, upload your PDF application, and specify the link to the 90-second video to complete the submission process. This will establish your account in our online administration and evaluation system and make it possible for you to see your feedback and scores after each round.

Company Profile

Basic Information	
Company Name	
Contact Name	
Company Website	
URL of 90-second video submission (Mandatory)	

Funding History			
Founders (include hard cash investments only)	\$ xxx,xxx	Professional investor equity	\$ xxx,xxx
Friends and Family	\$ xxx,xxx	Bank or professional investor debt	\$ xxx,xxx
Grant funding	\$ xxx,xxx	TOTAL cash funding to date	\$ xxx,xxx
Funding Needs			
What dollar amount of outside equity do you anticipate needing in the next 18 months?	\$ xxx,xxx		

Other profile questions	
Affiliated university, accelerator and/or incubator, if any:	
Legal form of company? (e.g. C-corp., S-corp., LLC, Partnership):	
Intellectual property protection, if any:	

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

Part 2: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Describe how you win customers today. Describe your future customer acquisition strategy.

Part 3: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

Is this market growing? How fast?

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

Describe the remaining product development risks and your plans to overcome them.

Describe your product's advantages for end-users vs. substitute solutions (not just direct competitors).

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

Discussion of any non-IP barriers to entry for your market.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far? What are the next few major risk-reduction milestones?

Briefly list and describe your key team members.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Briefly list and describe your key advisors, and their contributions to date.

Parts 1 through 5 must completely fit ONLY on the Second and Third PAGES!

These two pages will be posted for public access and viewing if chosen as one of the top 64 companies. The Company information (the first page above) and Part 6 (the last page below) must be completely contained only on the first and last pages of this application, and will NOT be posted for public access.

We suggest you review and verify your final PDF file for length and formatting before submission upload!

(REMOVE THESE NOTES FROM YOUR SUBMISSION)

Part 6: Economics

This Part is the ONLY one where you may discuss financial information, other than in the designated fields on the first page of this application or in the company profile information requested on the submission platform. Financial info includes: projections, suggestion/ask of needed capital to be raised, and capital raised to-date. This Part may not be longer than one page. The first page, and this page, of the application will NOT be posted for public viewing; however, the second and third pages will be, IF chosen as one of the top 64 companies. (REMOVE THESE NOTES FROM YOUR SUBMISSION)

Pricing and downstream value analysis. Prove there is a compelling ROI for end-users and partners based on your pricing.

Financial model summary (you may not be able to fill every box – this is ok)

	2014	2015	2016	2017	2018
Number of Units Sold					
Avg. Selling Price per Unit					
Gross Margin %					
Below in (\$000s)					
Revenues					
EBITDA					
Cash Burned / Created					
Funding Required					

Note – Dollar amounts in the Financial Model Summary above should be in thousands. For example, \$1,000,000 would be written as \$1,000 and \$10,000 would be written as \$10.

Describe how your business scales.

Funding strategy. Describe your funding plans moving forward. What milestones will future funding events unlock?

This is a map helps both entrepreneurs and evaluators explicitly link the application form and evaluation criteria.



Form section	Description	Mapped Evaluation Criteria	
ELEVATOR INTRODUCTION	Provide a concise and compelling summary of your business, product and why your company would make an excellent investment.	PRESENTATION QUALITY	"ELEVATOR INTRO"
GO-TO-MARKET PLAN	Briefly detail target customers, existing relationships, and plans for your first few million in revenue.	MARKET VALIDATION & ANALYSIS	CUSTOMER ENGAGEMENT
MARKET & INDUSTRY ANALYSIS	Detail the size of the market, its segmentation and the attractiveness of the industry to investors. Ideally, you will be able to provide some context as to how your company fits into the history of your market and why today's trends favor your team and your technology.		PARTNERSHIP / CHANNEL
			MARKET SIZING ANALYSIS
		MARKET SEGMENTATION	
TECHNICAL PRODUCT DESCRIPTION & PLAN	A description of your product, product development progress to date and the remaining challenges. Analysis of the product's position in the market with comparisons to direct competitors and indirect substitute products. Brief comments on company's IP strategy. Mention any key non-IP barriers to entry to the market.	INDUSTRY ATTRACTIVENESS	MARKET GROWTH
			INCUMBENTS' POWER
			COMPETITION, SUBS. & DIFFERENTIATION
ECONOMICS	Prove that you understand pricing and its implications for all your entire value-chain: margins for your suppliers, margins for your channel partners and a return-on-investment for the end-user.	PRODUCT / SOLUTION	COMPETITION, SUBS. & DIFFERENTIATION
			INTELLECTUAL PROPERTY
			NON-IP BARRIERS TO ENTRY
			TECHNOLOGY VALIDATION
			PRODUCT DEVELOPMENT RISK
FUNDING PLAN	What type of funding is best for you? Why? How much do you need, when and over how many funding rounds?	BUSINESS MODEL	PRICING
			DOWNSTREAM VALUE
			COMPANY ECONOMICS
			SCALABILITY
RISK VS. TALENT NARRATIVE	Discuss the major risks your company faces (i.e. what milestones you will hit) in the next 18 months. Why is your current team is the best group to tackle those risks? If you have near-term talent gaps how will you fill them?	RISK VS. TALENT	RISK NARRATIVE
			TEAM MEMBERSHIP
			ADVISORS
FIVE-MIN. VIDEO	Submit a video that you think will best support your application: e.g. a demo, a presentation, etc.	HOLISTIC EVALUATION USING THE CRITERIA THAT BEST REFLECT THE VIDEO'S CONTENT.	



Challenge each evaluation criterion represents for Entrepreneurs



CHALLENGE FOR COMPANY

MARKET VALIDATION & ANALYSIS	CUSTOMER ENGAGEMENT	Prove you have meaningful relationships with early-adopters who either (1) are doing business with you, or (2) will be doing business with you soon. Prove you can close deals.
	PARTNERSHIP / CHANNEL	Prove: (1) you understand with whom you must partner and in what order; (2) that you are capable of consummating these partnerships.
	MARKET SIZING ANALYSIS	Prove you know how large your market is. How credible is your knowledge? This is aimed at the company's analysis quality, not the relative size of the market.
	MARKET SEGMENTATION	Use an identified pain-point to segment your market. Prove you understand which part of the market you are targeting. How large is it? What sets this segment apart from the others?
INDUSTRY ATTRACTIVENESS	MARKET SIZE	For investors, how attractive is this market's size? (Not an analysis task; but facts from the company help. This dimension captures the reality of the market conditions the company is facing.)
	MARKET GROWTH	For investors, how attractive is this market's growth / its potential for growth?
	INCUMBENTS' POWER	For investors, how attractive is this market in terms of existing competitors', suppliers' and customers' power?
PRODUCT / SOLUTION	COMPETITION, SUBS. & DIFFERENTIATION	Prove you see the world through the eyes of end-users. Prove they will choose you given limited resources and myriad choices. Have you thought about indirect substitute products?
	INTELLECTUAL PROPERTY	Convince investors you control valuable, protectable intellectual property and that your advantage is durable.
	NON-IP BARRIERS TO ENTRY	Argue you will overcome the non-IP barriers to you in your market, and that you will build barriers against others who will seek to imitate your successes.
	TECHNOLOGY VALIDATION	Prove that your technology works well. To what (external) evidence can you point?
	PRODUCT DEVELOPMENT RISK	Prove your product will get to market when you say it will. How is your team managing product maturity and scale-up risks?
BUSINESS MODEL	PRICING	Prove: your value-based pricing model; you understand your competitors' pricing; and the resulting gross margins will support your business.
	DOWNSTREAM VALUE	Analyze end-users' ROI in terms of time, cost and/or quality. Provide evidence that downstream partners make attractive margins.
	COMPANY ECONOMICS	Integrate your financial models into coherent, holistic financial projections. Prove you are staging investments and projects intelligently. Detail your production strategy.
	SCALABILITY	Argue your business gets more attractive as it grows. What's required to reach economies of scale (and, if appropriate, economies of scope)?
	FUNDING STRATEGY	Convince investors (1) you know what type of financing is appropriate for you, (2) you will make investors money, (3) you have a clear exit strategy.
RISK VS. TALENT	RISK NARRATIVE	Building a company is hard. Don't gloss over that fact. Outline the big challenges you face. Discuss risk mitigation: past achievements and future milestones.
	TEAM MEMBERSHIP	Do you have the key people and core capabilities you need to get to the next few milestones? If not, convince judges you have a credible recruiting plan and can fill personnel gaps.
	ADVISORS	Argue you have advisors and/or directors who provide wisdom and advice. Present evidence they are both stage-appropriate and sincerely engaged.
PRESENTATION QUALITY	"ELEVATOR INTRO"	Write a clear, concise description of what your business does, what your product is, and where you are in your evolution. Readers should "get it" after reading this.
	DATA QUALITY & ATTRIBUTION	Support your arguments with relevant, properly attributed data to enhance your credibility.
	QUALITY OF PROSE	Prove you write clearly and argue convincingly.
FUNDING READINESS	This is a completely subjective dimension that WILL NOT AFFECT your score. We include it here to give you a sense of how close your team might be to raising risk capital.	

Venture Madness 2015 Evaluation Criteria Details



DOES NOT MEET EXPECTATIONS

MOVING TOWARD EXPECTATIONS

MEETS EXPECTATIONS

EXCEEDS EXPECTATIONS

MARKET VALIDATION & ANALYSIS weight 17%	CUSTOMER ENGAGEMENT	No evidence of customer engagement.	Some evidence of customer engagement. Meeting with key early-adopters and longer-term customers.	Evidence of customer engagement and deepening relationships.	Significant evidence of customer engagement. In revenue, growing sales pipeline.
	PARTNERSHIP / CHANNEL	No evidence of partnership / channel development.	Identified potential partners. No evidence of relationship building.	Identified required partners. Evidence of progressing relationships.	Required partnerships formally in place.
	MARKET SIZING ANALYSIS	No evidence of market sizing analysis.	Incomplete market sizing. Supported by inadequate or questionable data.	Credible market sizing. Supported by comprehensive data analysis.	Superior market sizing. Supported by top-down and bottom-up data analysis.
	MARKET SEGMENTATION	No evidence of market segmentation.	Coarse targeting. Likely over-reporting addressable market segment(s).	Concisely defined market segmentation. Appropriately focused on the right customers.	Precision customer targeting of market. Ignores non-optimal customers.
INDUSTRY ATTRACTIVE-NESS weight 17%	MARKET SIZE	Market is too small to support a VC or angel return, even at 100% dilution.	Medium-sized market. Must dominate market to realize a venture return.	Large market. Investor returns supported if significant market share is won.	Multi-billion dollar market. VC returns realized in the past. Significant opportunity for innovators.
	MARKET GROWTH	Zero or negative market growth.	Market growing in step with economy.	Market growing significantly faster than the economy.	Explosive market growth. Increasing number of opportunities for innovators.
	INCUMBENTS' POWER	Incumbents often stifle startups in this industry. Incumbents sometimes "buy" business, actively "crush" new entrants.	Powerful incumbents sometimes stifle innovation. Value chain slow to accept newcomers.	Opportunity for startups to innovate in this industry. Value chain and end-users open to newcomers.	Excellent opportunity. Incumbents look to startups for innovation. Incumbent / startup partnerships common.
PRODUCT / SOLUTION weight 17%	COMPETITION, SUBS. & DIFFERENTIATION	No evidence of competitive analysis. Undifferentiated product.	Incomplete or too narrow competitive analysis. Weak product differentiation.	Thorough competitive analysis. Strongly differentiated product. Accounted for most substitutes.	Persuasive competitive analysis. Highly differentiated, accounted for all substitutes, provides novel solution.
	INTELLECTUAL PROPERTY	No evidence of defensible IP.	Unclear or flawed IP protection and/or ownership.	Evidence of exclusive licensee or owner of meaningful IP.	Evidence of multiple patents issued or allowed.
	NON-IP BARRIERS TO ENTRY	No evidence non-IP barriers addressed. No plans to overcome or erect market barriers.	Acknowledges some non-IP barriers. Plan remains incomplete.	Effectively addresses non-IP barriers to entry. Presents comprehensive plan.	Persuasively attacks non-IP barriers to entry. Evidence of building their own barriers to entry.
	TECHNOLOGY VALIDATION	No evidence of technical validation, even for product plans / designs.	Evidence of initial validation. Designs and / or models vetted by external experts, but have not fielded products.	Evidence of stage-appropriate validation. Demonstrates clear plan to complete remaining validation.	Impeccable validation. Undeniable evidence technology is commercially viable.
	PRODUCT DEVELOPMENT RISK	Massive product development risk. Still in conceptual stage.	Significant product development risk remains. Development plans insufficiently thorough.	Product development risk medium to low. Remaining development well planned.	Product development risk minimal. Design, engineering and manufacturing issues resolved.



Venture Madness 2015 Evaluation Criteria Details



		DOES NOT MEET EXPECTATIONS	MOVING TOWARD EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
BUSINESS MODEL	PRICING	No evidence of pricing analysis.	Pricing seems valid. Presented incomplete argument.	Pricing argued credibly. Attractive returns for customers while supporting company operations.	Validated selling price(s). High confidence gross margins will support business.
	DOWNSTREAM VALUE	No evidence of downstream value analysis. Cannot say how partners and end-users will profit.	Addresses some downstream value issues. Adequate description of downstream margins and end-user ROI.	Effectively addresses downstream value issues. Some evidence downstream partners profit or end-user ROI.	Proven downstream value. Strong evidence of downstream gross margins and excellent end-user ROI.
	COMPANY ECONOMICS	Incomplete financial projections. Key information omitted.	Unrealistic financial projections. Assumptions need revisions.	Credible financial projections. Includes key non-monetary line items.	Convincing financial projections. Projections convey intimate understanding of this business.
	SCALABILITY	Very difficult, perhaps impossible, to scale business as presented.	Incomplete scaling plan. Some areas lack credibility.	Feasible scaling plan. Unproven.	Validated scaling strategy. Successful analogs exist.
	FUNDING STRATEGY	No analysis of funding plans. Not clear if company pursuing appropriate funding sources.	Inadequate funding plan to get to market. Unrealistic valuation and capital intensity problems.	Effective funding plan. Addresses follow-on financing requirements (if applicable).	Relevant, recent exit multiples provided. Capital efficiency well argued.
RISK VS. TALENT	RISK NARRATIVE	Failed to present challenges and risks. Areas of risk being ignored or hidden.	Inadequate risk analysis. Some areas of risk addressed, others glossed over / omitted.	Credible risk analysis. Areas of risks effectively addressed, weaknesses minimized.	Highly credible risk analysis. Anticipates investors' questions and instills confidence.
	TEAM MEMBERSHIP	Seriously flawed. Team requires new talent.	Capable of limited progress. Team recognizes gaps in personnel, but presents no plan to address needs.	Capable of significant progress. Team presents specific plan to address personnel needs.	Highly capable. Team with excellent composition. No near-term personnel gaps.
	ADVISORS	No evidence of engaged advisors.	Advisors engaged. Missing key areas of advising expertise.	Advisors actively engaged. Comprised of appropriate technology and business experts.	Advisors productively engaged. Evidence of they supported previous milestone(s).
PRESENTATION QUALITY	"ELEVATOR INTRO"	Ineffective introduction. Failed to provide concise business proposition.	Adequate introduction. Gradually conveyed company's purpose and value. Should be more crisp.	Effective introduction. Systematically conveys company's purpose and value.	Exceptional introduction. Immediately conveys company's purpose and value.
	DATA QUALITY & ATTRIBUTION	Poorly supported by data. Little to no attribution of sources.	Partially supported by data. Some attribution of sources.	Credibly supported by data. Data sources are properly attributed.	Persuasively supported by meaningful data. Fully attributed data greatly enhances investment thesis.
	QUALITY OF PROSE	Poorly written. Very difficult to impossible to follow argument. Several spelling or grammar errors.	Moderately written. Sometimes difficult to follow argument. A few spelling / grammar errors.	Effectively written. Convincing, easy to follow argument. No spelling or grammar errors.	Clearly and persuasively written. Compelling arguments. No spelling or grammar errors.
FUNDING READINESS	weight 0.0%	Never	Years	Months	Very soon, if not now.



Qualitative Feedback

All companies that meet the AIC’s qualifications will be evaluated by multiple judges. Valid Eval’s system uniquely summarizes the evaluation clicks made by every judge evaluating that company. (Clicks are not required in every row.)

For judges. Please know that each feedback click you make matters. Your clicks are important parts of the overall feedback the system delivers to teams. It’s better not to click in a row if you are unsure of your feedback.

For companies. Reading the below is pretty simple. Darker colors represent more agreement among judges on a given feedback click. So, dark colors represent more trustworthy feedback with which you can improve your company’s strategy, for example the company evaluated below was clearly doing a poor job with “Customer Engagement.” On the other hand, the judges couldn’t seem to agree at all on “Incumbents’ Power.” This is a different sort of signal. It could mean that that your application wasn’t clear on this aspect of your business or that the judges simply have widely varying points of view.

Qualitative Summary: your “Heat Map” for First round 4 Judges Reporting [Print](#) [Print Help?](#)

		DOES NOT MEET EXPECTATIONS	MOVING TOWARDS EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
MARKET VALIDATION & ANALYSIS	CUSTOMER ENGAGEMENT	No evidence of customer engagement.	Some evidence of customer engagement. Meeting with key early-adopters and longer-term customers.	Evidence of customer engagement and deepening relationships.	Significant evidence of customer engagement. In revenue, growing sales pipeline.
	PARTNERSHIPS / CHANNEL	No evidence of partnership or channel development.	Identified potential partners. No evidence of relationship building.	Identified required partners. Evidence of progressing relationships.	Required partnerships formally in place.
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		DOES NOT MEET EXPECTATIONS	MOVING TOWARDS EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
INDUSTRY ATTRACTIVENESS	MARKET SIZE	Market is too small to support a VC or angel return, even at 100% dilution.	Medium-sized market. Must dominate market to realize a venture return.	Large market. Investor returns supported if significant market share is won.	Multi-billion dollar market. VC returns realized in the past. Significant opportunity for innovators.
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	INCUMBENTS' POWER	Incumbents often stifle startups in this industry. Incumbents sometimes “buy” business, actively “crush” new entrants.	Powerful incumbents sometimes stifle innovation. Value chain slow to accept newcomers.	Opportunity for startups to innovate in this industry. Value chain and end-users open to newcomers.	Excellent opportunity. Incumbents look to startups for innovation. Incumbent / startup partnerships common.
		DOES NOT MEET EXPECTATIONS	MOVING TOWARDS EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
PRODUCT / SOLUTION	TECHNOLOGY VALIDATION	No evidence of technical validation, even for product plans / designs.	Evidence of initial validation. Designs and / or models vetted by external experts, but have not fielded products.	Evidence of stage-appropriate validation. Demonstrates clear plan to complete remaining validation.	Inspicable validation. Undeniable evidence technology is commercially viable.