
	PROJECT SUMMARY OUTLINE GUIDE	 Grant Awards MC-BD-GI-1121v00
---	--	---

The Project Summary will be judged using the following criteria:

1. The Product/Service (Score: 20 points)

This section should focus on the following areas:

- Describes product/service in plain language
- Provides evidence that the product/service is technically feasible
- Identifies unique features and benefits
- Identifies product/service liabilities and potential solutions
- Uniqueness and creativity of the product/service

2. Intellectual Property (Score: 10 points)

This section should focus on the following areas:

- Describes the status of intellectual property of the product/service
- Describes how intellectual property will be created and protected

3. Market and Competitive Analysis – IDEAPLACE - (Score: 10 points)

This section should focus on the following areas:

- Defines current size and growth potential of the targeted market and industry
- Discusses market trends
- Describes competitive advantages of the product/service
- Identifies direct, indirect, and future competition (types, not specific companies)
- Types of business that compete with yours

4. Path to Market and Sales Strategy (Score: 20 points)

This section should focus on the following areas:

- Describe the sale strategy
- Describe the pricing strategy
- Describe the promotion strategy
- Business Model

5. Management Strength (Score: 20 points)

This section should focus on the following areas:

- Demonstrated management experience
- Past business success
- Demonstrated experience in the field
- Educational/professional certification, etc.

6. Who's in your team

(Score: 10 points)

This section should focus on the following areas:

- **Who's working with you?**
- **Milestone achieved**
- **Investment highlight**

7. Prototype

(Score: 10 points)

This section should focus on the following areas:

- **Do you have a working prototype?**
- **What's the feedback?**