



iLaunch Quantitative Scorecard

	<i>Low</i>				<i>High</i>
Management	1	2	3	4	5
Market Opportunity	1	2	3	4	5
Product/Service/ Technology	1	2	3	4	5
Value Proposition	1	2	3	4	5
Key Activities & Resources	1	2	3	4	5
Customer Channels & Relationships	1	2	3	4	5
Pivot	1	2	3	4	5
Budget	1	2	3	4	5
Broader Impact	1	2	3	4	5