



### iLaunch Quantitative Scorecard

|                                     | <i>Low</i> |   |   |   | <i>High</i> |
|-------------------------------------|------------|---|---|---|-------------|
| Mangement                           | 1          | 2 | 3 | 4 | 5           |
| Market Opportunity/Customer Segment | 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           |
| Boarder Impact                      | 1          | 2 | 3 | 4 | 5           |