MN CUP™

50% – OPPORTUNITY:

- Is this a breakthrough idea with an **innovative approach**?
- Does the product/service solve a real problem?
- Is there a clear and unique value proposition?
- Is there a defined/validated target customer?
- How large is the potential addressable market?
- How profitable is the business model?
- How will this company impact Minnesota and world (jobs, societal problems)?[1]

25% – PLAN:

- Is this plan commercially viable?
- Evaluate the operating, sales and marketing plans.
- Is there a clear approach to create awareness and convert customers?
- Is the company aware of and addressing the major risks/challenges?
- Has the company identified/secured the necessary partners?
- Has the company assembled a team (or advisors) to develop the business?

25% – PROGRESS:

- Does the company have a prototype, customers, team, partners or revenue?
- Has the company achieved other milestones to validate the opportunity and bring the product/service to market?

** For Impact Ventures applicants, it is important for the company to articulate the social benefits of their idea and how big the impact will be *