

**Idea-status: For each criterion below, please check the approximate status of your idea**

Criteria		Nothing/minimum	Thin	Thicker	
<i>Business plan</i>		Don't have one	Have started some parts	Have one that could use revisions	Have a solid plan
<i>Public presentations</i>		None	Some informal chats	Given presentations; but they don't seem to resonate	Have a variety of excellent versions for different audiences
<i>Funding (that has gone to the "company")</i>		No money yet	SBIRs applied for and/or won	Already raised a "family round". Starting to talk with angels	Already raised over \$500k. Doing fine with VCs and/or cash flow off product sales or bootstrapping
<i>Funding (that has gone to university research)</i>		Nothing	A few years; a few hundred thousand	Years & Millions	
<i>Patent, Intellectual property</i>		Invention record	Provisional, Pending	Issued	
<i>Team resources</i>	There is no "idea-champion"	Champion exists	Champion plus 1 or 2 are willing to help or already help a bit	Champion plus 1 or 2 others have already been working on this part time	Full team of committed resources covering technology, marketing, and business formation
<i>Team alignment with overall vision &amp; plan</i>		Don't even know the vision, yet	Have a rough vision. Needs discussion & alignment	Could use more alignment	Well crafted vision and alignment. We all know where we are going and how we'll get there
<i>Applications &amp; products</i>	Haven't considered any applications	Have some applications in mind.	Aspects have been prototyped	Integrated working prototype exists	Already have many and/or strong beta customer(s). Already selling product
<i>Market research</i>		None	Some internet-based information	Mapped and prioritized potential markets	Market attack plan, collateral and sales training exist
<i>Market input</i>		None	A few conversations with potential customers and users	1 or 2 small volume, beta-customers and/or a design partner	Numerous qualified market surveys have been completed
<i>Financials</i>		None	Back of the envelope calculations	Reasonable spread sheet(s)	5-year P&L, including detailed assumptions for expense and revenue. Development and Operational years
<i>Company formation</i>		Nothing	DBA filed	Incorporated (Inc., LLC...)	

**Note:** The PSW organizers will select the teams that will benefit the most from the PSW, based on the needs and progress of idea champions, respecting the effort of coaches, sponsors, supporting organizations and PSW-NY's mission.

- Criteria LEFT of the yellow box, may indicate your idea needs more thought before it can benefit from PSW.
- *Selecting too many criteria* RIGHT of the green box, may indicate your idea is too far along to benefit from PSW.

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