

15.390 Target Customer & Value Prop Homework Evaluation Form

Team Name: _____, **Evaluator:** _____

1. Idea: Grade: ____, Comments: _____

2. Target Customer & Market Analysis: Grade: ____, Comments: _____

a. Target Customer Profile: _____

b. Persona: _____

c. Identified Critical Pain Point: _____

d. Primary Customer Research* (Quantity & Quality – e.g., did they include a table summarizing it):

e. Interpretation of Primary Customer Research: _____

f. TAM: _____

g. First 10 Target Customers Identified, Listed & Some Status: _____

h. Identified Important Trends: _____

i. Alternatives for Customer Identified: _____

3. Product: Grade: ____, Comments: _____

a. Good Simple High Level Description of Product: _____

b. Use Case: _____

c. Value Prop: _____

4. Final Overall Grade: _____, Comments:

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