

15.390 Market Definition 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. Final Overall Grade: _____, Comments: _____

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