

15.390 Competition Section Evaluation Form

Team Name: _____

Evaluator: _____

1. Idea: Grade: ____, Comments: _____

2. Competition: Grade: ____, Comments: _____

a. Identify Core: _____

b. Identify Other Outer Walls/Traps: _____

c. Translate Convincingly to Competitive Position for Customer: _____

d. Identify Key Short, Medium & Long Term Competitors: _____

e. Do a Good Holistic Analysis of Key Competitors: _____

f. Position Your Company Relative to Others: _____

g. Deal with "Do Nothing Option" vs. Competitors in Balanced Fashion: _____

3. Final Overall Grade: _____, Comments:

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15.390 New Enterprises
Spring 2013

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