

15.390 Go To Market Evaluation Form (Steps 15, 16, 17 & 19)

Assignment #7 for 15.390 Fall 2012 Class

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

1. Idea: Grade: ____, Tag Line: ____, Comments: _____

2. Go To Market #1: Business Model: Grade: ____, Comments: _____

a. DMU: _____

b. DMP: _____

c. Map of Sales Process to Acquire a Customer: _____

d. Thought on Alternatives for Biz Model to Extract Rent: _____

e. Pricing: _____

f. Noting How Biz Model & Pricing Decision Effect COCA & LTV: _____

3. Go To Market #2: Execution: Grade: ____, Comments: _____

a. Distribution Model: _____

b. Sales Organization: _____

c. Marketing Plans: _____

d. Sales Funnel Presented: _____

e. COCA Calculation (over time): _____

f. LTV Calculation (over time): _____

g. Comparison of COCA & LTV Overtime: _____

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15.390 New Enterprises
Spring 2013

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