



School of Public Policy

GMU MEC Step Up Program™

Executive Entrepreneurship Program™ – Phase I

Applicant Evaluation Form

Thank you for your interest in participating in the upcoming **Executive Entrepreneurship Program™ – Phase I** in Fall 2007. We will be pleased to review your completed evaluation form to ensure you and your company will benefit from the new program. Please complete all four sections and add any comments where noted in Section 5 of the evaluation form.

The class sessions are scheduled to start on September 17, 2007. Please return the application to the GMU MEC Step Up Program™ Director, Paul B. Silverman, at psilverm@gmu.edu.

Section 1 Background Information

Date

Name (First, Last)

Home Address

Telephone (home)

Telephone (office)

Mobile

Company Name

Title

Company Address

Company Information:

Primary Products/Services

No. of Years in Business

**Estimated Revenue \$
(millions)**

FY 2006

FY 2007

Current Total No. of Employees

Please summarize your company's overall business focus including primary target market segments, basis for competition (i.e., low cost, differentiation, unique technology, etc.), your target market, market size and scale (if available) and business strategy (how your company develops its business). Please also summarize your business model and value proposition (how your company achieves profitability). Provide a summary of the above information below (250 words or less). Use additional paper if needed.

Section 2 Market and Competition Profile

To assist us in getting to understand your company, its market positioning and future needs, please rank your Company on a scale of 1 to 5 for the metrics shown below. Enter your Company's score where indicated below.

						Score	Comments
Market Need	<i>Identified</i>		<i>Unfocused</i>				
	5	4	3	2	1		
Customers	<i>Reachable</i>		<i>Unreachable</i>				
	5	4	3	2	1		
Market Size	<i>\$50-\$100 million</i>		<i><\$10 million</i>				
	5	4	3	2	1		
Market Growth Rate	<i>20%+</i>		<i><20%</i>				
	5	4	3	2	1		
Level of Competition	<i>Low</i>		<i>Intense</i>				
	5	4	3	2	1		
Regulatory Issues	<i>Minimal</i>		<i>Significant</i>				
	5	4	3	2	1		
Competitive Concentration	<i>Many small firms</i>		<i>Major players</i>				
	5	4	3	2	1		
Barriers to Entry: -- Proprietary Advantage	<i>Strong</i>		<i>Weak</i>				
	5	4	3	2	1		
-- Lead Time Advantage (people, technology,	<i>Strong</i>		<i>Weak</i>				
	5	4	3	2	1		
User Benefits	<i><1 Year Payback</i>		<i>>3 Years Payback</i>				
	5	4	3	2	1		

Section 3 Financial Profile

For each of the Financial metrics shown below, please provide an estimated ranking of your Company on a scale of 1 to 5 for the metrics shown below. Enter your Company's score where indicated below.

						Score	Comments
Degree of Control:							
-- Prices and Costs	<i>Strong</i>					<i>Weak</i>	
	5	4	3	2	1		
-- Supply/Distribution Channels	<i>Strong</i>					<i>Weak</i>	
	5	4	3	2	1		
Est. Gross Revenue (2 years from today)	<i>>\$5 million</i>					<i><\$5 million</i>	
	5	4	3	2	1		
Gross Margin	<i>>40%, durable</i>					<i><20%, fragile</i>	
	5	4	3	2	1		
Value-added or Created	<i>IRR 40%+</i>					<i>IRR <20%</i>	
	5	4	3	2	1		
Time to Positive Cash Flow	<i>Today</i>		<i>>1 Year</i>		<i>>3 Years</i>		
	5	4	3	2	1		
Time to Break Even (Cumulative)	<i><2 Years</i>					<i>>3 Years</i>	
	5	4	3	2	1		
Long Term Total Capitalization Requirements	<i>Low, Moderate, Fundable</i>				<i>Very High, Difficult</i>		
	5	4	3	2	1		
ROI Potential	<i>40-70%+, durable</i>					<i><20%, fragile</i>	
	5	4	3	2	1		
Profit after Tax	<i>>10-15%, durable</i>					<i><5%, fragile</i>	
	5	4	3	2	1		

The information shown in Sections 2 and 3 are adapted from *New Venture Creation: Entrepreneurship for the 21st Century (5th edition)* by Jeffrey A. Timmons, Irwin McGraw-Hill (1999)

Section 4 Critical Issues

Please identify what you believe are the 3 to 5 most critical issues facing your Company and impacting future growth. Provide a summary below (100 words or less). Use additional sheets if necessary.

Section 5 Comments

Please use the space below to enter any comments you have or information you feel will assist us in our evaluation process. Use the space below or additional sheets if necessary.

Please return this application to:

GMU MEC Step Up Program™ Director, Paul B. Silverman, at psilverm@gmu.edu