

	NO DISCERNIBLE POTENTIAL (0 POINT)	LOW POTENTIAL (1 POINT)	MEDIUM POTENTIAL (2 POINTS)	HIGH POTENTIAL (3 POINTS)
<b>SOCIAL VALUE POTENTIAL</b>				
>How innovative is the proposed product or service?				
>How well is an identifiable social need addressed by the proposed product or service?				
>If an existing organization, how well does the proposed product or service align with the organizational mission?				
<b>MARKET POTENTIAL</b>				
>How well are the needs and wants of identifiable target market served by the proposed product or service?				
>How large is the market for the proposed product or service?				
>How well is the proposed product or service capitalizing on some window of opportunity? Is timing good for introducing such product or service?				
<b>SUSTAINABILITY POTENTIAL</b>				
>How well can the proposed product or service generate earned revenue?				
>Can the earned revenue cover expenses and provide modest return on investment?				
>Is the proposed project scalable? How well can the venture sustain growth?				
<b>COMPETITIVE ADVANTAGE POTENTIAL</b>				
>How well is collaboration with prospective partners and allies leveraged?				
>How easy is it to enter the market?				
>How compelling is social mission of the project? How much community support and sympathy can it generate?				
>How good is the team's access to necessary management and/or technical expertise?				
<b>TOTAL SCORE</b>				