

# VENTUREQUEST'S ONLINE DIAGNOSTIC TOOLS

VentureQuest has a series of cutting-edge diagnostic tools that innovators, entrepreneurs, and leaders use to assess and improve their new ventures, innovations, corporate culture, and growth opportunities.

## ORGANIZATIONS USE THESE DIAGNOSTIC TOOLS TO TURN IDEAS INTO REVENUE BY:

- Rigorously screening the high potential commercialization opportunities
- Decreasing time to market
- Increasing licensing revenue and bottom line growth
- Improving commercialization success
- Transforming strategies to better plan and manage future growth
- Enhancing the corporate culture for innovation

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- Fun, quick, and easy to use
- Provides immediate and pragmatic feedback
- The rating "Guide" helps users identify the most accurate response
- Presents a 360-degree objective and fact-based assessment
- Completely customizable and fully automated
- The Reports can be easily printed and assessed

VentureQuest Business Diagnostics powered by decide ware

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Name: Hansen Unit: VentureQuest Demonstration Profile: Wisconsin New Venture Readiness Assessment

Feedback Complete

Please note that this feedback form has been completed and cannot be altered

[ 1. Business Planning | 2. Management Team | 3. Technology Analysis | 4. Market Analysis | 5. Business Acumen | 6. Financial Risk Assessment | 7. Core Business Processes ]

(1) Business Planning

The first area of assessment is business planning and how it matches each stage of growth. As business becomes more complex, planning effectiveness comes under the spotlight and the ability to think strategically really comes to the forefront.

1.1 Strong and complete business concept

A strong and complete business concept communicates the precise nature of your opportunity and emphasizes its uniqueness from competitors. The concept should explain how your opportunity solves a burning customer problem and why your solution is via

Rating	Guide
Excellent	Strong written business concept that has been reviewed by an advisor
Strong+	
Strong	Sound written business concept has been reviewed independently
Average+	
Average	Business concept can be clearly articulated and differentiated
Average-	
Weak	Weak but complete business concept
Weak-	
None	Weak and incomplete business concept

Is your business concept *strong* been reviewed by an advisor

1.2 Business plan is current and

The business plan is the ref investors and other key stal understanding of what you implemented, and why it wil sophistication, and currency it was developed.

Is the business plan current

**OPPORTUNITY ASSESSMENT TOOL** is designed for innovators and decision makers to quickly assess the strengths and weaknesses of an opportunity. It identifies weaknesses in the opportunity so innovators can develop strategic solutions to reduce risks and achieve successful commercialization. Customized versions help managers better assess their opportunities, selecting those with highest potential for commercialization. Areas assessed are:

- Product/Service Features
- Market
- Financials
- Legal Issues

**NEW VENTURE READINESS ASSESSMENT** measures the business acumen, commercial viability, and the capability to build sustainable competitive advantage for early stage ventures. It highlights areas that need improving showing strengths and weaknesses. The Tool provides raters with a realistic evaluation of their readiness to build a successful venture. Areas assessed are:

- Business Planning
- Management Team
- Technology Analysis
- Market Analysis
- Business Acumen
- Financial Risk Assessment
- Core Business Processes



# VENTUREQUEST'S ONLINE DIAGNOSTIC TOOLS

## ONLINE DIAGNOSTIC TOOLS FOR ASSESSING CULTURE, INVESTMENT READINESS, AND GROWTH

**CULTURAL ASSESSMENT** measures current corporate culture and highlights areas of strength and limitation. The Tool helps organizations prioritize and focus its innovation efforts on the most critical innovation challenges. Areas of disconnect between the management team and staff are evaluated. Areas assessed are:

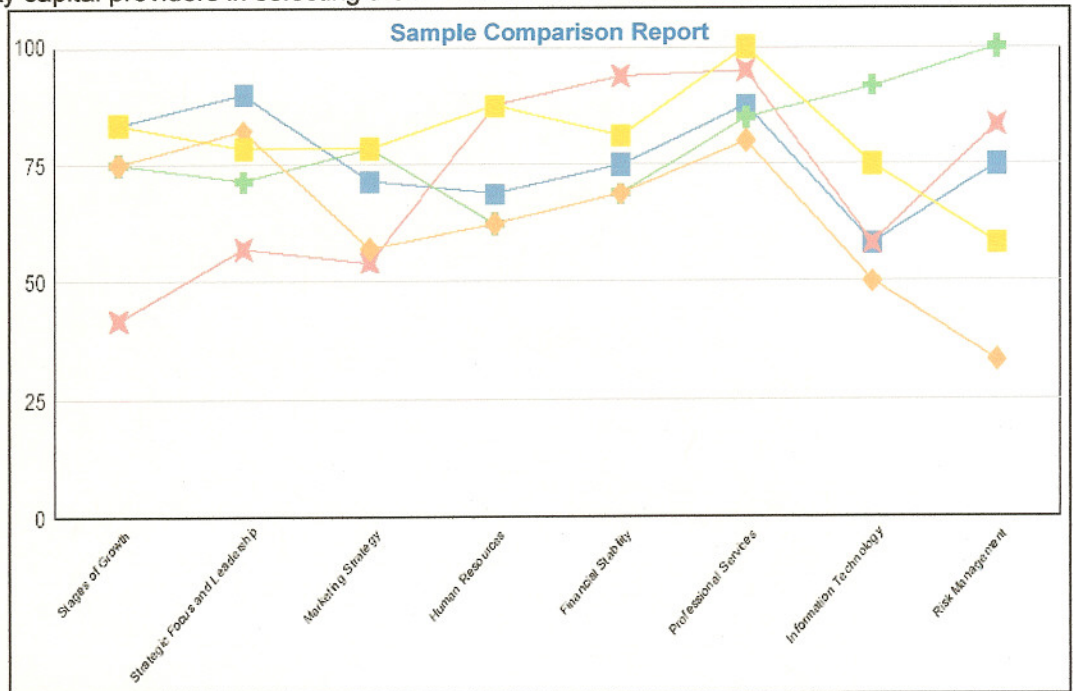
- Strategy
- Planning and Organizing
- Leadership
- Teamwork
- Empowerment
- Developing Talent
- Delegation

**INVESTMENT READINESS ASSESSMENT** is for founders seeking capital which evaluates their venture's investor readiness and attractiveness to potential investors at the various capital raising stages. The Tool examines the key attributes considered by quality capital providers in selecting their investments. Areas assessed are:

- Business Model
- Management Team
- Market
- Financials
- Financial Projections
- Risk Management
- Legal Risks

**BUSINESS GROWTH ASSESSMENT** evaluates the key business drivers that determine a company's readiness and challenges to move to the next stage of growth. The Tool provides objective feedback on its growth preparedness by identifying how to limit exposure and make the risk/reward investment to smoothly transition to the next stage. Areas assessed are:

- Stages of Growth
- Strategic Focus and Leadership
- Marketing Strategy
- Human Resources
- Financial Stability
- Professional Services
- Information Technology
- Risk Management



### SOME ORGANIZATIONS USING VENTUREQUEST'S DIAGNOSTIC TOOLS:

- Economic development organizations: Wisconsin Technology Council
- Associations: American College of Physician Executives (ACPE), National Collegiate Inventors & Innovators Alliance (NCIIA), Committee of 200 (C200)
- University Technology Transfer & Entrepreneurship Departments: University of Kentucky Von Allmen Center for Entrepreneurship, University of Denver, University of Kansas Medical Center
- Technology Transfer Departments: Argonne National Laboratory, National Renewable Energy Laboratory, Los Alamos National Laboratory
- Investor Groups: Wisconsin Angel Network

**To increase bottom line growth, contact VentureQuest at 720-489-7755 or [www.venturequestltd.com](http://www.venturequestltd.com)**