



VENTUREQUEST'S ONLINE DIAGNOSTIC TOOLS

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

ORGANIZATIONS USE THESE DIAGNOSTIC TOOLS TO TURN IDEAS INTO DOLLARS:

- Rigorously screen the high potential commercialization opportunities
- Decrease time to market
- Increase licensing revenue and bottom line growth
- Improve commercialization success
- Transform strategies to better plan and manage future growth
- Enhance 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 concept should be reviewed.

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 *has 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 will sophistication, and currency it was developed.

Is the business plan *current*

OPPORTUNITY ASSESSMENT TOOL is for entrepreneurs, innovators, and managers.

It quickly assesses the strengths and weaknesses of an opportunity so raters can develop strategic solutions to reduce risks and achieve successful commercialization. Customized versions can 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 is for founders of early stage ventures. It 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 founders with a realistic assessment 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



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CULTURAL ASSESSMENT is for organizations to measure its corporate culture for innovation. It highlights areas of strength and limitation within the current culture. The Tool helps leaders prioritize and focus their efforts on the most critical management and innovation challenges. Areas of disconnect between the management team and staff are evaluated. Areas assessed are:

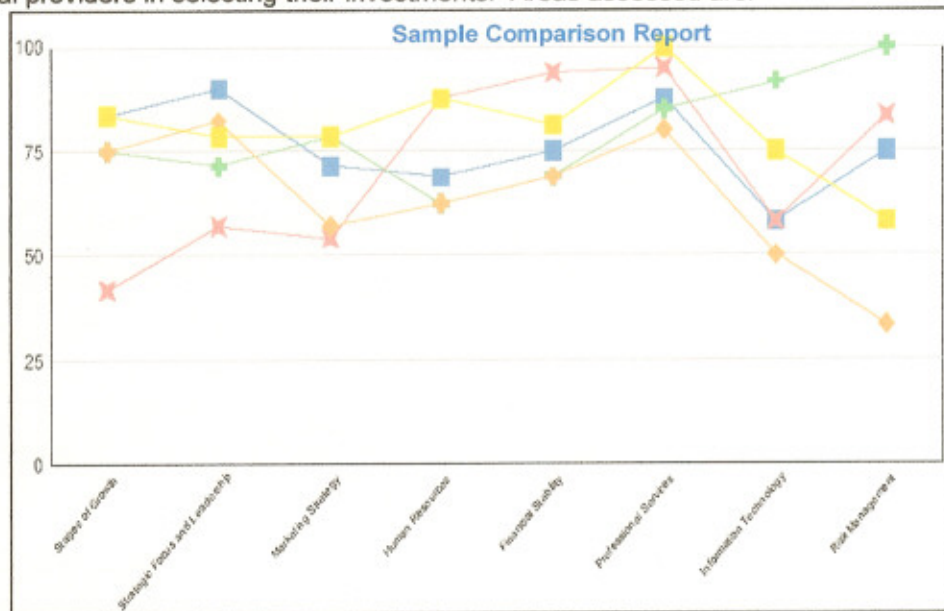
- Strategy
- Planning and Organizing
- Leadership
- Teamwork
- Empowerment
- Developing Talent
- Delegation

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

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

BUSINESS GROWTH ASSESSMENT is for companies wanting to sustain growth. It evaluates the key business drivers that determine its readiness and its challenges to move to the next stage of growth. The Tool provides objective feedback on growth preparedness by identifying how to limit exposure 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:

- Companies: From early stage start-ups to entrepreneurial ventures to high growth companies to the Fortune 500
- 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