



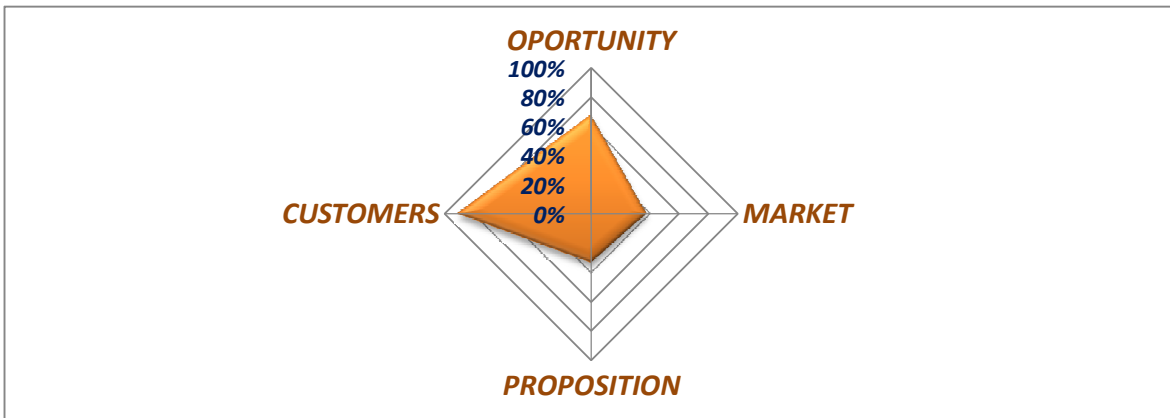
TEST YOUR PROJECT



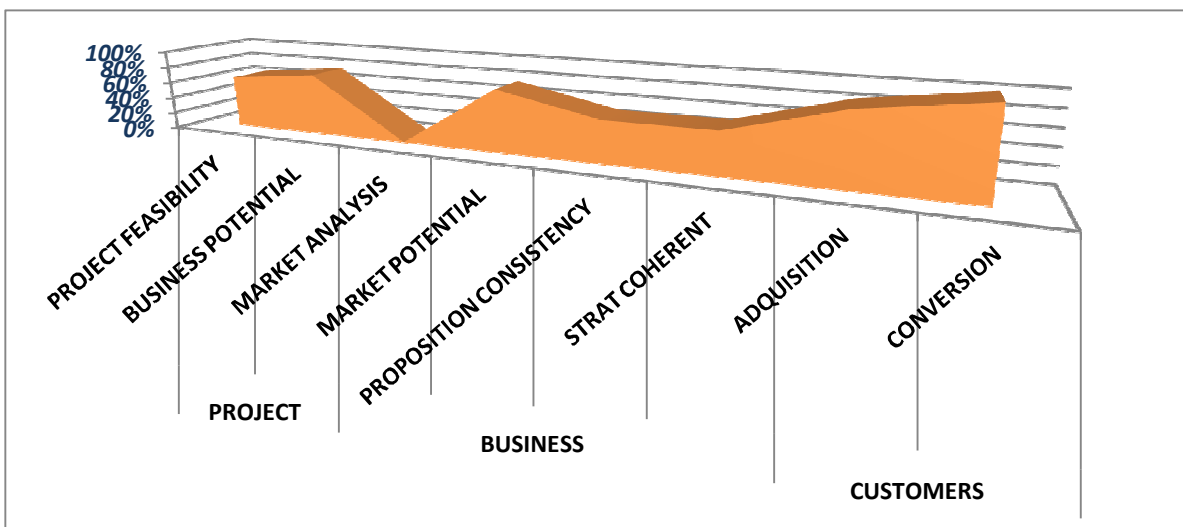
CHECK YOUR PROJECT, BUSINESS AND CUSTOMER EFFICIENCY



BUSINESS PROJECT	<i>IS NOW THE RIGHT MOMENT?</i>	
	<i>MARKET APPROACH</i>	
	<i>VALUE & PROPOSITION</i>	
	<i>CUSTOMERS AND PURCHASES</i>	

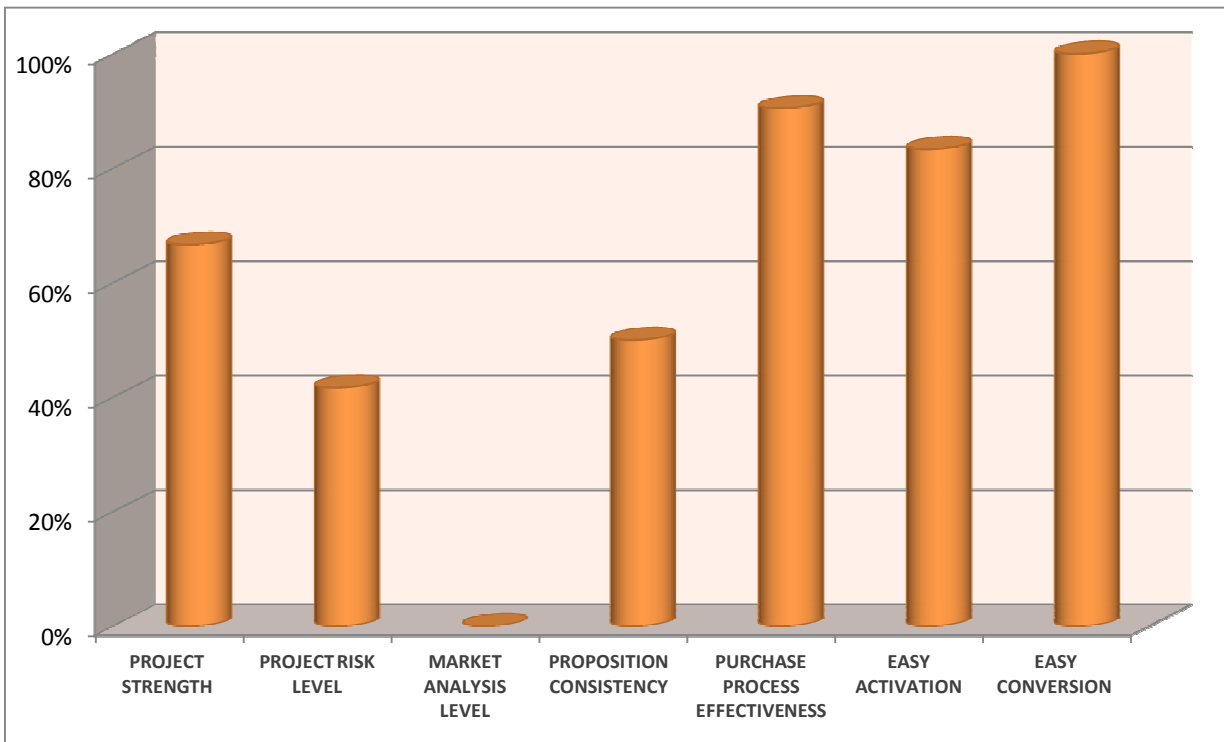


PROJECT	<i>PROJECT FEASIBILITY</i>	
	<i>BUSINESS POTENTIAL</i>	
BUSINESS	<i>ARE YOU READING YOUR MARKET OK?</i>	
	<i>DOES YOUR MARKET LOOKS INTERESTING?</i>	
	<i>IS YOUR PROPOSITION SOLID?</i>	
	<i>ARE YOUR MARKET STRAT AND PROPOSITION COHERENT?</i>	
CUSTOMERS	<i>COULD YOU ATTRACT YOUR CUSTOMERS?</i>	
	<i>HAVE YOU POTENTIAL TO CONVERT YOUR CUSTOMERS?</i>	

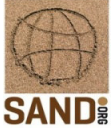


TRACK YOUR BUSINESS

PROJECT RECOMMENDATION	STRENGTHEN
RESOURCES	WEAKNESS
RESULTS	OK
VALUE PROPOSITION	UNFOCUSED PROPOSITION
EFFECTIVENESS OF THE PROPOSITION	AVERAGE
ABILITY TO MEET THE MARKET	LOW
CUSTOMERS	HIGH RESPONSE



PROJECT	BUSINESS	CLIENTS
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SOME THINGS YOU SHOULD KNOW ABOUT "TEST YOUR PROJECT"

First of all we explore different areas of your project, no matter if it's running now or if it's only a bplan. Anyway, we explore its potential.

Is a bad report the end of the world? Not really, these scores mean you have to work harder in your business project. Does a good score assure you success? We assure you are in the right direction and if everything works as expected, you'll get it. Don't screw it up on pitch.....man.

SCORES

Scores are based on the traffic lights logic, green is ok, yellow is warning and red is stop. You will see how every factor turns to the different colours (red, orange or green) depending on its value. The arrows point from upside (max) to downside (min) with two levels of medium (close to max or close to min)

WHAT ARE WE TAKING INTO ACCOUNT?

We explore 3 big blocks: Project, Business, Customers.

PROJECT : Factors like resources, team abilities, idea potential,..... This stuff we consider is telling to us (and investors) things about your project feasibility.

BUSINESS : The core, "your precious". We have queries about your market, your proposition and how are they meeting successfully

CUSTOMERS : We wonder if it is easy to buy for your customers, and you?