**Descripción de los Factores de Evaluación**

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| --- | --- |
| **Nombre de la startup** |  |
| **Nombre del emprendedor responsable** |  |
| **E-mail** |  |
| **C.I.** |  |
| **Celular** |  |

**Desarrolle los siguientes nueve puntos, describiendo el estadio de su startup en cada factor de evaluación. Cada factor tiene una serie de preguntas e ítems descriptivos orientadores del contenido que se espera obtener.**

**Las respuestas deben estar desarrolladas en inglés.**

1. **Value Proposition**

What value do you deliver to the customer? Describe the customer’s problem you are trying to solve, and explain the benefits offered by your products or services to the customer.

1. **Customer Segments**

Describe the different groups of customers you are reaching and serving. How many customer groups (number of company/B2B or users/B2C) have you acquired?

1. **Customers Relationships**

Through which channels are you reaching your customers? If you have established Customer Relationship Management strategies, briefly describe them.

1. **Channels**

Which distribution and sales channels do you manage? Which ones work best, or on which channel are you focusing more?

1. **Revenue Streams**

Describe each Revenue Stream your company generates from each Customer Segment. Describe your business model expansion plan.

1. **Key Resources**

Describe your company’s organization, team members and CEO. (Each member’s expertise domain, role, and co-working experiences etc.)

1. **Key Activities**

Describe your company’s technology. If your company is in R&D activities, explain the technology development roadmap and commercialization plan.

1. **Key Partners**

Describe the network of suppliers and partners that makes your business model works.

1. **Cost Structure**

Do you have any prepared or available IR materials? Describe investment attraction strategy and execution plan after attracting investment. (Amount of investment and duration of operation, etc.)