



MINIMUM EVALUATION GUIDELINES

1. Value propositions:

New value
Problem being solved
Customers' needs
Dependency risk
Defendable?

2. Practicality and feasibility of the solution:

Practicality
Workflow detailed
Inputs outlined

3. Financial sustainability of the solution:

Feasibility testing
Initial Funding
3 year costs cover

4. Identification of target market and marketability:

Target specified
Competing products/ services
New culture creation

5. Consumers' behaviour & revenue streams:

Current and preferred price
Payment preferences
Volume dependent

6. Distribution Channels:

Key partners
Key resources
Distribution frequency

7. Pitching of solution:

Creative
Clarity and attractive
Time effective/ Resourceful

Allan Gray Orbis Foundation

Trust Number IT 745/2006
PBO Number 930 019 772
info@allangrayorbis.org
www.allangrayorbis.org

Cape Town

46 Hof Street, Oranjezicht
Cape Town, 8001
South Africa
PO Box 21509, Kloof Street
Cape Town, 8008
South Africa
Tel 021 481 5400
Fax 086 554 0000

Johannesburg

8th Floor, Forum Building
2 Maude Street, Sandton
Johannesburg, 2196
South Africa
PO Box 781405, Sandton
2146, South Africa
Tel 011 290 4940
Fax 086 554 0050