

Go/No Go Assessment						
[Select a criteria score of 1 to 5.]						
5 = Strong competitive advantage 3 = Neutral (neither helps nor hurts) 1 = Serious competitive disadvantage Unk = Unknown		<table border="1"> <thead> <tr> <th>Criteria Score</th> <th>Potential Deal Killer?</th> </tr> </thead> <tbody> <tr> <td>(1-5)</td> <td>(Y, N)</td> </tr> </tbody> </table>	Criteria Score	Potential Deal Killer?	(1-5)	(Y, N)
Criteria Score	Potential Deal Killer?					
(1-5)	(Y, N)					
Prospect Information						
1	Do we know (and can we influence) the key decision makers?	N				
2	Is this opportunity aligned with the prospect's business strategy?	N				
3	Has the budget been formally approved and funded?	N				
4	Do we understand the business need or pain driving this bid?	N				
5	Are requirements clearly defined, and are they technically feasible?	N				
6	Do we know the evaluation criteria and how it will be weighted?	N				
7	Are there serious business/technical/financial issues behind the scene?	N				
8	Do we know the proposal time frame, and is it realistic?	N				
9	Has the prospect already made a "buy or build" decision?	N				
10	Is low price a major factor in selecting the winning bid?	N				
11	Are there penalties for not delivering on time or within budget?	N				
12	Are the contract terms and conditions acceptable to us?	N				
Internal Information						
13	Is this opportunity in sync with our own strategic direction?	N				
14	Do we have strong management support and sponsorship?	N				
15	Do we have the resources, talent, and will to win this opportunity?	N				
16	Do we have the resources and ability to deliver, if we win?	N				
17	Can we realistically manage the risks, if we win?	N				
18	If additional resources are needed, can we get what we need?	N				
19	How well are we known within this business sector?	N				
20	Do we have a successful track record with similar opportunities?	N				
21	Do we have a relationship with this prospect, and is it favorable?	N				
22	Are partners needed, and if so, will they complicate our situation?	N				
23	Do we have differentiators that improve our odds of winning?	N				
24	Can we afford the investment needed to pursue this opportunity?	N				
25	Will winning put any of our existing business at risk?	N				
26	Can we contractually protect our intellectual property?	N				
27	Are there consequences to us of losing or not bidding?	N				
Market/Competitive Information						
28	Do we know who the other competitive bidders are, if any?	N				
29	Is a competitor an incumbent, and does that pose a threat?	N				
30	Is a competitor favored by prospect decision makers or influencers?	N				
31	Are we at a distinct competitive disadvantage from the start?	N				
32	Does this solution involve new or unproven technologies?	N				
33	Will winning enhance our reputation and market positioning?	N				
34	Will winning open up new market opportunities for us?	N				
35	Will winning give us an advantage over our competitors?	N				
		# of Y's:				
Total Score: (Maximum of 175 points)		0				
Total number of scores rated as 1 (Serious competitive disadvantage):		0				
Total number of scores rated as Unk (Unknown):		0				