

Please assess your business and progress honestly, understanding that there are no right, or wrong, answers. This helps us understand how to help your business grow.

	1 Not Started	2 In Progress	3	4	5 Completed
Problem Identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solution Statement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Discovery & Validation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Proposition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market Assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competitive Analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product Dev Stage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product Validation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intellectual Property Protection Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milestone Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to Market Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment Readiness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

First Name:

Last Name:

Business Name:

Tips For A Successful Experience With SPARK:

- Understand that progression through our programs is merit based.
- Always include your account manager on all communications.
- Sign up for our newsletter.
- Attend events in the ecosystem.
- Regularly visit the client portal.
- Attend the in-person monthly client lunch.
- Leverage U of M, EMU, and WCC programs and resources.

Important Topics:

- Coachability
- Eligibility Criteria
- Geographic Rules
- Talent Programs
- Funding Requirements
- Clawback
- Boot Camp
- Customer Discovery
- Marketing Services
- Michigan Startup Capital Resources
- Timing Expectations

Signature:

Glossary of Terms

Business Model: How you engage key suppliers/customers and generate revenue. Use a value chain diagram if possible.

Clawback: Money or benefits that have been given out, but are required to be returned due to special circumstances or events.

Coachability: An entrepreneur's ability to learn from feedback and adapt for success.

Competitive Analysis: Identify direct/indirect competitors, unique advantages, and barriers to adoption. Evaluate cost, quality, time, accuracy, and reliability.

Customer Discovery & Validation: Testing business assumptions to refine operations.

Customer Identification: Who pays for the solution? Define their pain points, roles, industry trends, and challenges.

Financials: 3–5-year forecasts of revenue, costs, and earnings before interest, taxes, depreciation, and amortization. Include detailed marketing costs and a 2-year cash flow plan.

Go to Market Strategy: Define customer buying process, key partners, blockers, sales efforts, beachhead market, and expansion strategy.

IP Protection Strategy: Identify and secure intellectual property.

Investment Readiness: Roadmap, pitch deck, executive summary, and financials are investor ready.

Market Assessment: Size, segmentation, and current spending of the target market.

Milestone Planning: Past achievements and future goals, aligned with funding needs.

Problem Identification: Define the problem in relatable terms and its severity.

Product Development Stage: Idea, development, prototype, pilot, or post-revenue?

Product Validation: Assess real market demand before full development.

Solution Statement: Describe the product/service, benefits, IP, costs, and pricing.

Team Development: Current team skills, hiring needs, and advisors.

Value Proposition: Why will customers buy? Quantify benefits (e.g., revenue growth, cost savings, ROI).