

**15.390 Final Customer Acquisition Analysis Evaluation Form (Steps 12, 13 & 18)**

**Assignment #6 for Fall 2012 15.390 Class**

**Team Name:** \_\_\_\_\_, **Evaluator:** \_\_\_\_\_

1. Idea: Grade: \_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_

2. Target Customer & Market Analysis: Grade: \_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

a. Target Customer Profile: \_\_\_\_\_

b. Persona: \_\_\_\_\_

c. Identified Critical Pain Point: \_\_\_\_\_

d. Primary Customer Research\* (Quantity & Quality – e.g., did they include a table summarizing it): \_\_\_\_\_  
\_\_\_\_\_

e. Interpretation of Primary Customer Research: \_\_\_\_\_

3. Go To Market #1: Business Model: Grade: \_\_\_\_, Comments: \_\_\_\_\_  
\_\_\_\_\_

a. DMU: \_\_\_\_\_

b. DMP: \_\_\_\_\_

c. Map of Sales Process: \_\_\_\_\_

MIT OpenCourseWare  
<http://ocw.mit.edu>

15.390 New Enterprises  
Spring 2013

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.