

In the red cell at the bottom of each column, please rank the level of performance reached in the selected column's category on a 1-10 scale, with 10 being the highest quality. DO NOT FORGET to do so for the "Video Content" table as well!

If you have any questions, please email matteo@plethorabusinesses.com

TEAM 1: Deck							
	Innovation/Creativity	Copyright Quality	Clarity	Organization	Informative	Design	Persuasion
10	Produced in an overall unique manner that makes it stand out	Uses powerfully branded language, graphics, and other material that deserves legal protection	User-friendly; easy for any audience to understand; covers the main points without unnecessary information	Allocates the approximate verbal equivalent of 3 minutes towards the company itself, 4 minutes on sell-side advisory, 4 minutes on buy-side advisory, 2 minutes on valuations and appraisals, and 2 minutes for closing	Includes all important details one should know about the company and the M&A industry; leaves the reader satisfied with knowledge	Engaging, attractive, and unique graphics/displays/layouts	Highly likely to convince the target audience (lower middle market entrepreneurs who have created a legacy with their \$50-100 million company; law firms, CPA firms, centers of influence for referral business) to choose Plethora
9							
8							
7							
6							
5							
4							
3							
2							
1							
Comments							

TEAM 1: Video Content

TEAM 1: Video Content					
	Innovation/ Creativity	Copyright Quality	Informative	Structure/ Organization	Persuasion
10	Produced in an overall unique way that makes it stand out	Video features (narration, editing, structure, quotable testimonies, etc) are distinguishable as the creators' intellectual property	Leaves the audience with a primary understanding of what it's like to work with Plethora	The editing presents an engaging narrative without any confusing/unecessary cuts/sequence orders	Highly likely to convince the target audience (lower middle market entrepreneurs who have created a legacy with their \$50-100 million company; law firms, CPA firms, centers of influence for referral business) to choose Plethora
9					
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Comments					