

	Mass Appeal	Branding/Marketing	ROI	Originality
Exceeds Expectations (4)	Product can be used intuitively by anyone, is easy to use/transport, and total prim count enables anyone to own. Has multiple customization features	Brand is professional and unique, and is clearly related to the product or interest area. Marketing enables someone to “try before they buy” Information/directions are easy to understand	Proper cost accounting and market research were conducted, product or service is priced such that ROI and profitability are achieved with <25 units sold	Product/service is breaking new ground in SL. The product has enough mass appeal to create revenue.
Meets Expectations (3)	Product can be used intuitively and may be easy to transport but might not be likely to be purchased by all classes. Has some customization features	Brand is unique and related to the product or interest area. Marketing enables someone to interact with the product before purchase. There is enough information at point of purchase to answer most buyer questions	Proper cost accounting and market research were conducted, product or service is priced such that ROI and profitability are achieved with <50 units sold	Product/service is entering a market that is not saturated in SL but displays enough of a creative “twist” to create interest and generate revenue.
Improvement Needed (2)	Product was not developed for intuitive use, is prim heavy or cannot be easily moved. Is not customizable	Brand is not unique or well designed and doesn’t make clear what the product is. Potential buyers cannot see the actual product before they buy	Significant costs outside of accounting plan were incurred; price is not consistent with market average; more than 50 units need to sell in order to have ROI	Product/service is already well represented in SL, offers a proven business model and doesn’t display enough originality to be distinctive.
Unacceptable (1)	Product does not work as promised, can appeal only to a small group and has limitations on who can own it. Is not customizable	Little thought went into branding or how to market. Information needed to purchase is absent and a potential buyer cannot see the product before buying	Accounting was either non-existent or failed to take significant costs into account; product could not be completed with seed money; price is not in line with other, similar products. Units to sell for ROI is unknown	Little or not thought given to originality or market distinction – is similar to becoming a reseller without anything that makes the product or market niche distinctive.

