



# Startup Maturity EVALUATION



**GREENLIGHT is the first company to offer startup firms an official evaluation of their maturity level in the startup lifecycle.**

**Our 4-Step Startup Maturity Evaluation provides the first industry standard for portfolio investors to assess risk profiles of startups.**

**It also allows startup founders to track their improvement to **GET GREENLIT** for future investment and growth.**

The Greenlight Maturity Evaluation (GME) is an essential step for startups to help target the necessary improvements to facilitate further success.

Once you have completed the 4-step evaluation you will be given your Startup Maturity Score (SMS). The Startup Maturity Score is the final assessment of where your startup company is in its lifecycle. The scoring system relies on a proprietary formula that considers multiple factors that have been verified and evaluated by Greenlight’s evaluation proctors. Then, you will receive your own Startup Phase Badge that is directly verifiable by Greenlight.

- The 4 Step Evaluation:
- Step 1. Enrollment
  - Step 2. Questionnaire
  - Step 3. Follow-up & required documents
  - Step 4. 15 minute live, virtual meeting

Ideation Phase Level 1	Concepting Phase Level 2	Commitment Phase Level 3	Validation Phase Level 4	Scaling Phase Level 5	Establishing Phase Level 6	Exit Phase Level 7
Weighted Average Score 100 to 199	Weighted Average Score 200 to 299	Weighted Average Score 300 to 399	Weighted Average Score 400 to 499	Weighted Average Score 500 to 599	Weighted Average Score 600 to 599	Weighted Average Score 700 to 799
<b>Key Performance Indicators can include, but not limited to:</b> 1) You have a valid company that has transformed from an idea. 2) You have a team of founders with vision, starting goals and a potentially scalable product or service. 3) You have an initial mission statement that includes the value of your idea to end customers.	<b>Key Performance Indicators can include, but not limited to:</b> 1) Your company's idea has transformed into a feasible concept. 2) Your founding team has documented a vision strategy with expectations for their roles, responsibilities, time commitments, and investment level.	<b>Key Performance Indicators can include, but not limited to:</b> 1) Your founding team has drafted shareholder agreements between co-founders, angel investors, and vendors. 2) You have beta tested a Minimal Viable Product/Service.	<b>Key Performance Indicators can include, but not limited to:</b> 1) You have launched a version of your product/service and are tracking customer feedback. 2) You have pitched your startup to at least 2 investors and you are tracking your company's financial performance weekly.	<b>Key Performance Indicators can include, but not limited to:</b> 1) Your focus is on improving revenue growth, market traction and ROI. 2) Time to Market is getting faster and reaching an increasing number of customers.	<b>Key Performance Indicators can include, but not limited to:</b> 1) Your product/service has achieved significant market penetration. 2) Your company has successfully raised funds in multiple investor rounds.	<b>Key Performance Indicators can include, but not limited to:</b> 1) Your founders and investors are planning an exit strategy. 2) You have over 10 employees on payroll (including the founders). 3) Your annual net revenue been over \$500,000 consistently for more than 3 years.



**Greenlight**  
YOUR SUCCESS

## STARTUP MATURITY SCORE

In the ever-changing landscape of the startup world, the Startup Maturity Score (SMS) will help guide you through the improvements needed to continue your success. This evaluation can be retaken after (6) months from the date of the last completed evaluation to get a new score. This will track your progress as your business grows and you can showcase your growth as you obtain your updated Startup Phase Badges.

By showcasing the phase you're in, you can become more desirable to both potential customers and investors. Your phase level may assist potential customers to engage with you with increased confidence. It may also assist in attracting investors. Higher scores mean higher resilience, making your startup lower risk for investors. Alternatively, if your score decreases, we make it easier to identify the change, stop and reverse the decline. Greenlight's goal is to help all startups achieve greater success.

What percentage of startups become successful? Only 1 in 10 survive in the long run. 90% of new startups fail, with 20% failing in their first year and another 34% in the second. In addition to the Startup Maturity Evaluation (SME), Greenlight offers tools to help any startup get on its way to the greater success. We pay special attention to minority and women-owned startups because Greenlight is both — we understand the greater challenges that face founders like us.



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