

## MATRIX

The MATRIX is an entrepreneurial assessment tool designed by PICTI. PICTI uses The MATRIX to identify a youth's strengths and weaknesses and help create a structured road map for their personal growth as well as the development of their business idea. PICTI also aggregates the data for evaluation and reporting purposes.

PICTI participants are scored in forty categories covering areas of personal development, business skills, and business growth. Their proficiency is ranked on a scale of one to five: Beginner, Bronze, Silver, Gold, and Platinum. PICTI has identified these five developmental stages for each of its forty categories, as well as next steps youth can make to make progress and resources they can use to take those next steps.

(I) PRODUCT CATEGORY	BEGINNER (1)	BRONZE (2)	SILVER (3)	GOLD (4)	PLATINUM (5)
Product or service	Has no actual product or service in mind yet	Has a general idea of the product or service	Able to describe the product or service	Able to articulate the features and benefits of the product or service	Adapting the product or service based on testing and customer feedback
Differentiation factor	No actual product differentiation	Has a general idea through competition (market-industry) analysis	Able to describe features of differentiation	Able to articulate and demonstrate features	Features accepted by target market
Is the business defensible from competitors?					
Research committed	No actual Research	General academic effort	White Papers published	Published in Journals	Registered Patent

<b>(II) BUSINESS MODEL CATEGORY</b>	BEGINNER (1)	BRONZE (2)	SILVER (3)	GOLD (4)	PLATINUM (5)
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Corporate Strategy, SWOT	None identified	General idea	Analyzed	Drafted and incorporated in the Business Plan	Implemented
Targeted market & Market Size	No realization of market needs of the product	Partially identified but does not explore the full potential of the product	Market driven invention where market need and potential are well-analyzed and well-matched	Beta site secured in the niche targeted market	First sale accomplished
Can this venture achieve a leadership position in its market?					
Competition Analysis	No thoughts were given to any available similar solutions of competitors	Competition has been identified but no analysis has been explored to identify differentiation factors	Competition is analyzed and differentiation factors are identified and benchmarked with competitors	Market-industry analysis verified and incorporated in the business plan	Full understanding of the market dynamics
Pricing strategy	None identified	Price is been estimated based on client knowledge of available related or similar products	Pricing of the product is based on establish and solid pricing model.	Price structure developed, discussed with potential users and positive feedback granted. Provides competitive advantage	Implemented
IP Strategy	None identified	General idea	Analyzed	Strategy drafted for implementation	IP secured
Costing	None identified	Costs of raw materials associated with product development are identified and estimated but no calculations are made to justify them.	All associated direct and indirect costs are identified and calculated.	Benchmarked competition	Cost leadership position
Distribution development	No understanding of how the product should be available in the market place	Distribution channels are identified and can be accessed.	Develop a model to reflect attractive distribution model and define a working business relationship with	Sales channel, process, cycle and lead time are developed	Executed

			distribution channels.		
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<b>(III) ENTREPRENEUR CATEGORY</b>	BEGINNER (1)	BRONZE (2)	SILVER (3)	GOLD (4)	PLATINUM (5)
Being personally organized	No organization or structure in personal life	Beginning to add structure to personal life	Somewhat structured daily schedule, but still by memory	Beginning to use a written schedule for major events	Has a daily schedule and keeps to us
Accounting	Zero understanding of accounting concepts	Intuitive understanding of basic accounting concepts like revenue, expense, and profit	Beginning to recognize and understand basic accounting terms, like asset and liability	Beginning to learn more advanced accounting terms, like gross margin and accounts payable	Mastered most accounting terms
Network of Professional Associates	Not connected				
Personal Characteristics	Has no entrepreneurship skills				
Experience	Fresh graduate	Less than 3 years experience	Over three years experience	Over 10 years experience	Over 15 years of business experience
The level of DEDICATION of the team members to the venture and their roles in the group	Not dedicated and have other priorities				Fully dedicated
The level of the necessary COMMUNICATION SKILLS the team have to present a compelling story	Very weak communication skills				
FOCUSING of the team on its target market	Not focused				

<b>(IV) INNOVATION &amp; FEASIBILITY CATEGORY</b>	BEGINNER (1)	BRONZE (2)	SILVER (3)	GOLD (4)	PLATINUM (5)
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Innovation	No innovation and the idea is already there	Its an existing concept which has been adapted to the local environment in an innovative way	The idea based wholly on an existing business idea	The idea based partly on an existing business idea	The idea is totally new, and the concept is unique.
Feasibility	Very difficult to implement	Difficult to implement	Can be implemented	Easy to implement	Very easy to implement

<b>(V) FINANCIAL CATEGORY</b>	BEGINNER (1)	BRONZE (2)	SILVER (3)	GOLD (4)	PLATINUM (5)
Family and friends	No actual identification of funding source (family and friends)	General effort in identifying funding source	Alliances identified and funding source short listed	Funding source approached for support	Funding secured
Attract Additional Investment and Investors	No actual identification of alliances	General effort in identifying alliances	Alliances identified and short listed	Alliances approached for support	Investment secured
Financial Viability	No calculations on financial model is available +have been made, no demonstrate of internal financials available and/or financials necessary for the product development	The financial model presented do not reflect actual potential of the market	The financial model presented is verified against target market with a positive ROI.	Financial model calculation is mature and incorporated in the business plan.	Reported, Executed, and tracked (planned vs. actual).
What is the amount of up-front capital investment required?					

<b>(VI) OTHER FACTORS</b>	BEGINNER (1)	BRONZE (2)	SILVER (3)	GOLD (4)	PLATINUM (5)
Is the BP clear and well-written?					