What good entrepreneurial design must accomplish

Now judge the concepts of the other players!
Use the following criterias and school grades (1: excellent, 6=very bad, just whole numbers).

Criteria	Example	Team 1	2	3	4	5	6	7	8	9
Does the company have clear market advantages?	**2**									
Has the company secured a head start over imitators?	**3**									
Is the company protected against technological obsolescence?	**4**									
Is the company protected against commercial obsolescence?	**5**									
Did the team minimize financing costs? (to reduce dependency from investors!)	**1**									
Did the team include marketing as an integral component of the entrepreneurial design?	**3**									
Can the concept scale?	**1**									
Is the concept simple?	**2**									
Did the team minimize risks?	**6**									
Result (sum up the numbers and divide them by the 9 criterias)	**27 : 9 = 3**									