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the business scorecard for smart investors

Executive Summary and Introduction to…

THE EYE

Venture Assessor

An Evaluative and Prescriptive Tool to
Transform the Assessment of Companies
for Entrepreneurs & Investors

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Addressing TWO major problems in the business world:

- **Many billions of investor dollars are lost each year because of high businesses failure rates—particularly *startups*. Investors must make up for the many failures with the occasional winner**
- **Entrepreneurs and their teams don't have a way to find out how they would look from an investors' viewpoint. Many don't focus on creating profitable exits for their investors, so often good ideas can't find capital because of investor "red flags"**

WHAT CAN BE DONE?

- What if entrepreneurs had a tool to view their business from the eye of an investor, then ***score their business along multiple dimensions?***
- What if that tool also produced a detailed report with ***specific recommendations to improve their chances*** of reaching their marketing, technology, team and product development goals, and eventually a ***profitable exit***?
- Want if that tool could also produce a report specifically for investors, VCs and Angel groups that could save countless hours by automating their investment screening process?

Who is EYE ON VENTURE?

EYE ON VENTURE was founded in July of 2024 by Gary Rubens—an experienced science educator and 20-year Coast Guard Reserve veteran—after spending years consulting as a Venture Scientist for a company that hoped to create a better way to judge potential investments. A rules engine and entrepreneur questionnaire was created that became a predecessor to The Eye.

After a few years of intense R & D for that VC hopeful, many lessons were learned about what investors look for, *real* business success indicators, team *warning* signs, and what kills ideas and companies. But there was so much more potential impact that could be realized if the important lessons learned developing that early process could be shared with a *much bigger crowd*.

Gary created **EYE ON VENTURE**, enabled by a new tool he named **"The EYE,"** an acronym for "Examine Your Enterprise." If entrepreneurs could access *The Eye* early in their company's development, perhaps the appalling failure rates could be reduced measurably.

Even a small improvement in venture outcomes industry-wide represents billions of dollars of potential investor savings and greatly improved capital efficiencies and investor ROIs

How does "The EYE" Assessor work?

The Eye Assessor is a 30 to 90 minute process that scrutinizes a company using data available online, plus their business plan, deck, and other marketing and capital raise documents, etc., coupled with *direct queries* of their management team to score the company in dozens of distinct metrics.

The Eye scans social media, the company's website, well-known business media, all content provided by the entrepreneur and other sources to evaluate our dozens of business and risk metrics. All metric assessments are automatically resolved by AI.

What cannot be found by our AI driven intake process will result in follow-up questions to fill in the gaps. These are verbally presented by The Eye, who then "listens" to the verbal response to resolve those missing elements.

The Eye quantifies the company's performance, plans, finances, and offerings as they relate to critical management, market, team, technology, and many other key business success indicators.

Once a company is assessed, the results are then reported along with a proprietary "confidence" score that, in effect, ranks the company's likelihood of successfully reaching its market, profit, and exit objectives on a 0 through 100 scale. This weighted overall result is ***quite*** specific to the company's sub-vertical.

As the name states, The Eye's CONFIDENCE SCORE is meant to be a relative scale where Eye On Venture has determined that the company seems to have, "crossed the t's and dotted the I's," when measured along a large array of business best-practices.

But our confidence score is no absolute prediction of a company's chances of success because there are too many unknowns. Human nature is not fully predictable. Many fantastic ideas and technologies were fumbled by inadequately prepared teams.

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The EYE: Metrics & Verticals

Our metrics utilize industry-wide best-practices in our ***rules-based assessment***.

But our metrics are also detailed and "granular." For example, we always investigate and differentiate between *Current IP* and *Potential IP*. We want to know about not only the existence of patents, but also their quality and durability. A provisional patent with a couple of conceptual sketches that is nearing expiration, versus a patent prepared and supported by a major IP law firm—with patent fencing and defense strategies in place for a differentiating and proprietary technology—are two opposite ends of The Eye's "*Existing IP"* metric.

EYE ON VENTURE's assessor carefully differentiates between industry verticals and sub-verticals. Just because two businesses exit within the Aeronautical and Aerospace vertical does NOT mean they need to be judged by the same standards. An commercial airliner design engineer and a drone designer require two different levels of formal education. The Eye can distinguish between subverticals within any given vertical to develop our confidence score.

For each metric across each industry vertical, we have developed sets of weighted rules-based evaluation algorithms that are the basis for The Eye's outputs. Some are universal metrics probably queried by every investor, others we ask *we have not seen anywhere else*.

All companies assessed by The Eye are given a free summary report with information about each of our metrics. Those that opt-in will receive a comprehensive report with pages of prescriptive solutions generated SPECIFICALLY for that business as a direct response to its metric scores.

Can Our Prescriptive Solutions Improve Entrepreneur Success?

Generative A.I. solutions are incorporated into and found everywhere in our prescriptive solution set. EYE ON VENTURE has already produced incredible recommendation outputs via Generative AI.

ChatGPT and other AI platforms can tap into knowledge and data from the entire connected world. As The Eye improves its power and acumen, EYE ON VENTURE's reputation for valuable, high-quality work will build our reputation. The potential for EYE ON VENTURE to impact industry outcomes and become an industry standard will steadily grow.

Can Anyone Else Do What Eye On Venture and THE EYE assessor Can Do?

Several companies have undergone early versions of our process, with several able to use our reports and prescriptive solutions to help them raise capital.

While we continue to monitor the competitive landscape for companies that have created an *accessible* assessment system with a *valuable and helpful output*, we have found ***none***.

From the rest of the world, we ***do*** see companies that claim to have a proprietary assessment platform, but so far they all have turned out to be in-house screening portals to feed a deal funnel. ***Getting meaningful or instructive feedback from their "assessor"*** only happens if they are interested in knowing more and give the entrepreneur a follow-up call; ***which is very seldom.***

By offering entrepreneurs feedback about their company's features as they relate to fundability, IP, financial practices, competitive landscape, plus dozens of other metrics, entrepreneurs could take corrective actions and improve their probability of success. A startup product inventor out of his garage is likely to need a nurturing hand to help develop what might someday become the next unicorn.

EYE ON VENTURE has created our own report system that we share with entrepreneurs after they complete the assessment process. For each of our measurement metrics, our full report provides a current score, a description of the measurement, and prescriptive solutions that detail measures that the company could take to improve their performance. We will also include a library of links and references where the entrepreneur and their team can learn more.

Why NOW?

1. Eye On Venture has now completed its code-ready platform guidelines and needs to generate seed capital to take its demo-ready MVP to the entire business world.
2. A COMPLETELY changed mindset among venture investors and others that now *demand* big data and business analytics and want to rely less on instinct or subjectivity.
3. Newcomers to the industry have been educated by institutions that know the power and value of data and make its study a required part of their curricula.

4. Entrepreneurs are seeing more opportunities to find capital (such as crowdfunding and social media platforms) and need all the help they can get sorting out the investor landscape and preparing for an ask.
5. *The Eye* is now a deep and wide assessment tool capable far beyond its earliest designs. We will soon be a fully automated process, from first queries to prescriptive outputs to paywall.
6. AI has only now attained the reliability and utility demanded by those who must trust it to support their own technologies.

Developing Venture Theory at EYE ON VENTURE

The impact on the American economy and its present business failure rate (some argue as much as 95% of all start-ups fail) could be in the trillions of dollars *if* businesses fully utilized evaluations and followed prescriptive solutions early in their development to learn their weaknesses, reduce mistakes, and head off failure early.

EYE ON VENTURE's *IMMEDIATE* goal is to *fully automate The Eye* assessment process so that more entrepreneurs and investors can access the tool. We have already created an end-to-end platform document that exceeds 425 pages and includes detailed metric scoring directives and prescriptive solution guidelines that is 100% ready to present to a full-stack coder to take us to a web-based SaaS system with a paywall.

EYE ON VENTURE will remain agile and responsive to innovative ideas and discoveries, fine-tuning our metric scoring paradigms as we discover more and enhance our process with ***generative A.I.***

The startup investing community is learning and growing faster than ever before in its history. New students of business, big data, marketing, and investment will certainly scoff at any system that excludes AI and the power of big data. The learning curve for new venture ideas and theories is quick.

An onramp to advancing our rules-based system to an AI supported expert platform has been years in the making. Everyone has heard of and even seen what AI can do. But those advancements in AI's capabilities have only now reached the point where Eye On Venture can reliably perform legitimate automated evaluations and generate agile, timely and game-changing prescriptive recommendations to our clients.

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We have a pathway to exit, too!

As soon as possible, once programming, a paywall and security protections have been developed, EYE ON VENTURE will begin to make its assessor tool available online to the public.

We'll feed a huge funnel of interest by producing helpful, on-demand content that educates entrepreneurs and business hopefuls about business basics. Short, pithy, informative and enthralling videos will all direct those interested in learning more about business startup basics ***and raising capital*** to the EYE ON VENTURE entry portal. EYE ON VENTURE anticipates thousands per month will visit and learn. Hundreds will want to take the assessor. Many will want our full report.

We will offer free basic reports (without score details or prescriptive solutions) for all who take the assessor, so we will RAPIDLY build a large and wide database. We know that we could raise revenue and create exit value from the database as it grows. Even if a company does not elect to obtain the full report, EYE ON VENTURE will capture their data and grow our database.

Secondly, we will develop a strong revenue stream from entrepreneurs willing and able to pay for our complete assessment report, along with its pages and pages of prescriptive solutions to as many of their shortcomings as we can identify. We anticipate charging from $200 (introductory price?) to $500 or more for the full, opt-in entrepreneur report.

> ***Entrepreneurs opting in to our enhanced report will always gain value from our pages of excellent evaluations and prescriptive outputs.***

We will guaranty satisfaction or offer full refunds to protect our reputation and drive our "likes" and reviews up. That guarantee will rapidly generate sales as skeptics give it a try. Priced right, our full report should not make anyone unhappy, considering the scope and depth of the report, except perhaps for those who get scores they don't like. The reality is that VC's and investors reject most startups they review and most startups risk scoring poorly. Hopefully, a low score will motivate them to obtain the full prescriptive report and address their shortcomings.

We have an additional pathway to revenue by offering The Eye Assessor as a "white labeled" product, linked directly to venture fund managers, Angel group members, or family office managers desks to use on demand. We will customize and tailor The Eye ***based on their investment hypothesis***, making The Eye their own custom tool via a licensing agreement.

EYE ON VENTURE will dedicate itself to driving our own company valuation and ROI to our investors higher, and we will focus on opportunities for exits, acquisition or merger.

Conclusion

EYE ON VENTURES began its analysis and assessment practices seeking to find a better way to evaluate potential investments by adding granular evaluations of dozens of metrics and providing prescriptive solutions to entrepreneurs to make them a better investment choice. The grand question was, which traits are associated with success and which with failure?

The Eye measures more than forty different metrics that we evaluate and then report out. Our assessor differentiates between more than thirty different business verticals/industries and hundreds of sub-verticals. Some of our metrics apply to all verticals (i.e., IP, Budget), while others (such as our FDA Drug/Device/OTC evaluator) only apply to certain verticals. For all metrics evaluated, we have a series of weighted algorithms to obtain a final single success "***confidence score***" *aimed at investors*, while the ***entrepreneur will gain more from the individual metric scores*** and ***prescriptive solutions.***

We are sure that empowering investors with data will bring improved returns on startup investments, but we also envision an entire community of like-minded investors and entrepreneurs that will embrace ***The Eye*** Assessor.

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EYE ON VENTURE is currently seeking…

INVESTORS	ENTREPRENEURS	CONTENT CREATORS	IT PROFESSIONALS
Seed Fund Eye On Venture	Assess your company	Help us attract entrepreneurs	We are ready to code and launch