Rocket DAO

Expert Platform

Project evaluation methodology for Team potential

Methodologist:
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Evaluation section:
Team Potential

1 Intro

Blockchain expert Sergei Lavrinenko has created methodology for team evaluation of startups on Rocket DAO. Team is the core of the project and may be the key factor to success or fail, taking into account that on startup stage it is very hard to have a fully working product and evaluate it. So the team and its potential seems to be the key factor to analyze.

While developing a startup, 3 main competences are evaluated: technical (software), product (domain) and developing startup as a business. So, to receive the highest rank, startup team should have experienced members in all of these directions. To get the super-maximum (10 points), startup should be founded by people with professional level like Google Code Jam winner from technical side, Nobel prize winner scientist from product side and CEO of public company from business side. To get the lowest mark, startup should know nothing about technology, domain and business.

In fact, real startups will take their place somewhere between these two points. Methodology evaluates practical experience, professional skills and achievements of team members. Only team members are evaluated, not advisors. Second may help to promote the product, or to consult the team - but will not do the job itself.

2 Methodology Instructions

Each team is evaluated by three criteria:
1) Technical experience & competences: expected ability to build a required technical solution, with acceptable quality, high-load sustainable, cross-platform, UX friendly etc.
2) Product experience & competences: expected ability to create a business-value domain. Level of understanding of industry, problems, how technology can handle these problems, what kind of business value may be added – all that is evaluated here.
3) Business & marketing skills. Experience of launching marketing campaigns, effective PR&GR, business development, networking etc.

Each criteria has its own mark from 0 to 10, depending on the most experienced team member in each scale. **As a result, average mark of all three criteria should be taken (results of each scale should be summarized and divided by three).** Only fully team members are evaluated, not advisors (apart from Business scale – see below). All experience should be proven; all people should be real and identified themselves in public as team members of this project.

If people do not provide a real identifying themselves with the project, or include not proven/not existed skills or experience into their resume, project should be defined as scam (0 points).

Basic metrics for all scales:

Description	Level	Ponts
Extraordinary skills and achievements	Public (IPO)	10
Super skills and achievements	Global Chief	9
Very high skills and achievements.	Global Top	8
High skills and achievements	Global Mid	7
Good skills and achievements	Local Top	6
Some skills and high potential	Local Mid	5
Some professional skills	Local professional	4
Hobby, good skills for non-professional	Non-professional	3
Some non-professional experience	Non-professional	2
Some theoretical knowing	Non-professional	1
No	No idea	0

3   Requirements and notes

Requirements for the startup team: provide detailed proven information regarding working experience, skills and achievements of each team member or of key team members.

Notes for developers:
1. Expert should have a possibility to skip an option and return back to it later. Editing ranks is possible during evaluation process.
2. All marks after 3 aspects evaluation should be summarized and divided by 3.

Notes for experts:
1. This methodology is only for team evaluation, not advisers!
2. Product scale is evaluating only product domain area skills and relative. Geology professor in the team of fast-food startup does not means that he is specialist in the area (but also does not means the opposite)
3. All numbers are not strict, added only for helping to evaluate a scale of an experience.
4. Specialist may have a very good promotion with lower level of real knowledge - in that case the highest achievement make the mark, because promotion is also very important for commercial success or hiring professionals to startup.

4   Evaluation scales

Technical:

Is there in the team…				
CEO or C-level/VP level technical manager of public (made IPO) tech company?	Yes	10	No	H
C-level/VP level technical manager or Head of Software department of public -non-tech company with huge (500+ engineers) software-IT department building own software?	Yes	10	No	H
Multiple winner of programming cups and challenges?	Yes	10	No	H
Creator of world-known breakthrough innovations?	Yes	10	No	H
Technical specialist with proven **extraordinary** skills or achievements?	Yes	10	No	H
CEO or C-level/VP level technical manager of non-public tech company which has more than 100 engineers as employees or known product (10+ mln active users annually, or more than 10% of B2B market)?	Yes	9	No	H
Technical top manager from world famous brand tech company with more than 10 years overall experience in industry?	Yes	9	No	H
Very key developer (system architect e.q) with proven experience on work of world-known products (10+ mln users annually, or more than 10% of B2B market) with more than 10 years overall experience in industry?	Yes	9	No	H
Github star or leader of popular open source products with multiple forks and massive engineering community?	Yes	9	No	H
Technical specialist with proven **super** skills or achievements?	Yes	9	No	H
Development Director OR Engineering program managers OR Key developer (architect, c-level developer, team leader) from known tech company with at least 100 engineers or known products (10+ mln users annually, or more than 10% of B2B market of product), working with products and services, with more than 10 years overall experience in industry?	Yes	8	No	H
Technical specialist with proven **very high** skills or achievements?	Yes	8	No	H

Technical middle-top managers, working with small companies, who has products on market for more than 5 years, or who have proven tech-team leadership experience for more than 7 years?	Yes	7	No	H
Engineers, who took part in startups as core team member with at least 1 successful exit?	Yes	7	No	H
Technical specialist with proven **high** skills or achievements?	Yes	7	No	H
Experienced developer, team lead or system architects, who have proven development experience for more than 7 years (since the career beginning), worked for known company?	Yes	6	No	H
Technical specialist with proven **good** skills or achievements?	Yes	6	No	H
Experienced developer or team lead, who have proven development experience for more than 4 years (since the career beginning), worked for known company?	Yes	5	No	H
Talented student, who won at local developer contest?	Yes	5	No	H
Technical specialist with **some** skills and **high** potential?	Yes	5	No	H
Regular developer with proven experience who worked for at least 1 working product in the technical domain and have experience of full-time team work on commercial projects?	Yes	4	No	H
Technical specialist with **some** potential?	Yes	4	No	H
Junior developer, who feel high passion to run their own startup and explore the technology deeply (Can run the prototype, but needs the assistance to create a commercial product)?	Yes	3	No	H
Non-specialist with **some** practical experience and potential to become a specialist?	Yes	3	No	H
Students, interns, people who can simply code the prototype and high-level define the area, where engineering impact is required (No any commercial development experience)?	Yes	2	No	H
Non-specialist with **some** practical experience?	Yes	2	No	H
Trainees, who need technical assistance to code something (No any commercial engineering experience)?	Yes	1	No	H
Non-specialist with **some** theoretical knowledge?	Yes	1	No	0

Product:

Is there in the team…				
World known Nobel-prize level scientist?	Yes	10	No	H
C-level top managers of public company, specialized on the startup domain?	Yes	10	No	H
World known experts and professionals, who wrote books/made popular films about domain (more than 10 million views on Youtube or equal)?	Yes	10	No	H
Scientist or engineer, who has made long-term research in their field, which were converted to mass production of their products?	Yes	10	No	H
Product specialist with proven **extraordinary** skills or achievements?	Yes	10	No	H
PhD level scientist with research on startup domain area?	Yes	9	No	H
C-level or top manager of international non-public domain company?	Yes	9	No	H
Expert with regular publishing in international branch periodic ?	Yes	9	No	H
Scientist or engineer, who have made long-term researches in their field, which were converted to production and/or selling working prototypes of their product?	Yes	9	No	H
Product specialist with proven **super** skills or achievements?	Yes	9	No	H
Scientist with deep theoretical researches and some publishing in international sources on domain area?	Yes	8	No	H
Top or middle manager, with proven experience of work more than 10 years for industry for international companies in domain area or close to domain?	Yes	8	No	H
Local communities' expert or leader, with proven records for his activity (e.q. leader of local associations, etc.)?	Yes	8	No	H
Product specialist with proven **very high** skills or achievements?	Yes	8	No	H
Managers, lead scientist or lead engineer with proven experience of work on global market for startup domain or relative industry at least for 7 years?	Yes	7	No	H

Aspirant, researcher, who fully knows the mass production process of the domain (Mostly focused on local market)?	Yes	7	No	H
Product specialist with proven **high** skills or achievements?	Yes	7	No	H
Head of local small (up to 50 people) company working on domain area or relative?	Yes	6	No	H
Engineer with experience of scientific researches on domain area?	Yes	6	No	H
Regular employee, working in product technology more than 7 years?	Yes	6	No	H
Product specialist with proven **good** skills or achievements?	Yes	6	No	H
Specialist, who has experience working with the domain for more than 4 years on local level?	Yes	5	No	H
Product specialist with **some** skills and **high** potential?	Yes	5	No	H
Specialist, who has at least some professional experience working with domain?	Yes	4	No	H
Non-specialist with domain as a proven hobby for several years?	Yes	3	No	H
Non-specialist, who has some practical experience of domain?	Yes	2	No	H
Non-specialist, who has some theoretical knowledge of domain?	Yes	1	No	0

Business:

Is there in the team…				
CEO/CMO/CBDO or any other C-level manager of public company with focus on sales, marketing, business development?	Yes	10	No	H
Business consultant of world-guru level ?	Yes	10	No	H
International Forbes club member?	Yes	10	No	H
Business specialist with proven **extraordinary** skills or achievements?	Yes	10	No	H
Top manager of public company or CEO/CMO/CBDO of global non-public company (not less than 10% on global market)?	Yes	9	No	H

Experienced Sales&Marketing theorist, book writer (books sale in different continents) with proven experience of building real sales processes for international companies?	Yes	9	No	H
Business specialist with proven **super** skills or achievements?	Yes	9	No	H
Sales/Marketing/Commercial senior manager of global company?	Yes	8	No	H
Regional sales director of world-known franchise?	Yes	8	No	H
International Executive MBA from the Ivy League universities?	Yes	8	No	H
Business specialist with proven **very high** skills or achievements?	Yes	8	No	H
Sales/Marketing/Commercial manager with experience of work on global market for more than 7 years?	Yes	7	No	H
Respectful MBA (cost non less than 100k$ per program)?	Yes	7	No	H
Country sales director of world or regional known franchise?	Yes	7	No	H
CEO of startup or business with successful exit or global sales and development?	Yes	7	No	H
Business specialist with proven **high** skills or achievements?	Yes	7	No	H
Leader of marketing/sales/pr team, successfully working on local market?	Yes	6	No	H
MBA, experience of work for more than 5 years in sales/marketing/business development?	Yes	6	No	H
CEO of working startup or small local company (up to 20 people) with local or regional sales?	Yes	6	No	H
Initiator of locally known non-commercial social projects?	Yes	6	No	H
Business specialist with proven **good** skills or achievements?	Yes	6	No	H
Experienced senior marketing/sales manager, with proven experience of multiple sales and business development for local company?	Yes	5	No	H
CEO of unsuccessful startups, but with delivered product and team?	Yes	5	No	H
Business specialist with **some** skills and **high** potential?	Yes	5	No	H

Employee with professional experience of sales/marketing?	Yes	4	No	H
Enthusiast with experience of studying any kind of marketing in university?	Yes	4	No	H
Enthusiast with experience of public speech?	Yes	4	No	H
Communicatively open person with theoretical knowledge of building a business strategy?	Yes	3	No	H
Person with some knowledge about marketing or business development?	Yes	2	No	H
Person with basic knowing that marketing exists and product somehow should be sold or promoted?	Yes	1	No	0

5   Scales example

Technical Scale:

Description	Example	Ponts
CEO or CTO/VP of Engineering of a public tech company, CTO/Technical Director/VP of Engineering of public company with huge IT-department building own products. Multiple international programming contests winner. Persons, who created top technologies by themselves.	Ripple founder; Uber CTO; Google Code Jam winner	10
CTO/CEO/VP of Engineering/Technical director of non-public tech company which more than 100 engineers as employees or known product (10+ mln users annually, or more than 10% of B2B market). Any other tech top manager from well-known tech companies with more than 10 years overall experience in industry. Very key developers like system architects with proven experience on work of known products (10+ mln users annually, or more than 10% of B2B market) with more than 10 years overall experience in industry. Github stars, leading popular open source products, with multiple forks and massive engineering community.	Wargaming VP of Engineering; Firebase key architect (from Google); 5-10k people tech service company) CEO	9
Directors of Developments, Engineering program managers, Key developers (architects, chief-level developers, team leaders) from known public & non-public tech companies with at least 100 engineers or known products (10+ mln users annually, or more than 10% of B2B market of product), working with products and services, with more than 10 years overall experience in industry.	20-30k people service company Director of engineering; Clash of Clans – iOS team Lead;	8
All other tech middle-top managers, working with small companies, who has products on market for more than 5 years, or who have proven tech-team leadership experience for more than 7 years. Engineers, who took part in startup with 1 successful exit.	Viber Android Team lead MSQRD CTO	7
Experienced developers, team leads and system architects, who have proven development experience for more than 7 years (since the career beginning), worked for known companies.	1000+ people service company team lead	6
Experienced developers and team leads, who have proven development experience for more than 4 years (since the career beginning), worked for known companies. Talented students, who won at local developer contests.	Viber senior iOS developer	5

Regular developers with proven experience who worked for at least 1 working product in the technical domain and have experience of full-time team work on commercial projects.	E-commerce website server developer	4
Junior developers, who feel high passion to run their own startup and explore the technology deeply. Can run the prototype, but needs the assistance to create a commercial product.		3
Students, interns, people who can simply code the prototype and high-level define the area, where engineering impact is required. No any commercial development experience.		2
Trainees, who need technical assistance to code something. No any commercial engineering experience.		1
No any technical experience	-	0

Product scale:

Description	Example	Ponts
World known scientists, C-level top managers of public companies. World known experts and professionals, who wrote books/made popular films about domain (more than 10 million views on Youtube or equal). Scientists and engineers, who have made long-term researches in their field, which were converted to mass production of their products.	Nobel prize winner in Chemistry; CEO of Shell	10
PhDs scientists, c-level and top managers of international companies, experts with regular publishing in branch periodic. Scientists and engineers, who have made long-term researches in their field, which were converted to production and/or selling working prototypes of their products.	PhD in biology; Automobile magazine editor-in-chief	9
Scientists with deep theoretical researches and publishing in international sources on product field. Top and middle managers, with proven experience of work more than 10 years for industry for international companies. Local communities' experts & leaders, with proven records for their activities (e.q. leaders of local associations, etc.)	Head of Belarus Metallurgy association; Chief engineering manager on chemical factory;	8
Managers, lead scientists or lead engineers with proven experience of work on global market for chosen industry at least for 7 years. Aspirants, researchers, who fully knows the mass production process of the domain. Mostly focused on local market.	Army major; Senior surgeon in a clinic; Lead technologist on beer factory.	7

Description	Example	Points
Head of local small (up to 50 people) company. Engineer with experience of scientific researches. Regular employee, working in product technology more than 7 years.	Engineer on construction bureau; Local event manager	6
Specialist, who has experience working with the domain for more than 4 years on local level.	Medic, finished internship a couple of years ago.	5
Specialist, who has at least some professional experience, working with domain.	Taxi driver; Army private	4
Non-specialist, domain is several years proven hobby. Knows domain pretty well for non-professional.	Poker player; Fisher.	3
Non-specialist, who has some practical experience of domain.	Produced beer at home for several times	2
Non-specialist, who has only theoretical knowledge of domain	Read Wikipedia and some books	1
No	-	0

Business Scale:

Description	Example	Ponts
CEO/CMO/CBDO of public company with focus on sales, marketing, business development. Business consultant on world-guru level (as a team member). International Forbes club member.	McDonalds Global Chief Marketing Officer; Nassim Taleb	10
Top manager of public company, CEO/CMO/CBDO of global non-public company (not less than 10% on global market). Experienced Sales&Marketing theorist, book writer (books sale in different continents) with proven experience of building real sales processes for international companies.	Unilever Head of PR; Marketing bookwriter.	9
Sales/Marketing/Commercial senior manager of global company. Regional sales director. International Executive MBA from the Ivy League.	Essen&Krupp CIS director; Stanford MBA	8

Sales/Marketing/Commercial manager with experience of work on global market for more than 7 years. Good MBA (study costs more than 100k$). Country sales director. CEO of startup with successful exit or sales and development.	CEO McDonalds Ukraine	7
Leader of marketing/sales/pr team, working on local market. MBA, experience of work for more than 5 years in sales/marketing/business development. CEO of working startup or small local company (up to 20 people). Initiator of local non-commercial social projects.	Heineken Belarus Head of PR	6
Experienced senior marketing/sales manager, with proven experience of multiple sales and business development for local company. CEO of unsuccessful startups, but with delivered product and team.	EPAM Belarus Sales manager.	5
Employee with professional experience of sales/marketing. Experience of studying any kind of marketing in university (non-elite). Experience of public speech.	Local iPhone store manager	4
Communicatively open person with theoretical knowledge of building a business strategy.	First-time startup CEO	3
Some knowledge about marketing or business development.	Typical developer-startup CEO	2
Basic knowing that marketing exists and product somehow should be sold or promoted	Geek developer-startup CEO	1
No	Geeks only	0