

Commercial, Industrial & Residential					Product #1		Product #2		Product #3	
TOTAL SCORE (99 Maximum)					0		0		0	
#	Criteria	Weight	Rating		rating	score	rating	score	rating	score
1	Payback	4	High (<3yrs C&I, <10 yrs Res)	3						
			Medium (3-6yrs C&I, 10-15yrs Res)	2						
			Low (>6yrs C&I; >15yrs Res)	1						
2a	Steady State Growth Potential (GWh)	6	High (>5 GWh)	3						
			Medium (2-5 GWh)	2						
			Low (<2 GWh)	1						
2b	Steady State Growth Potential (Dth)	6	High (>40,000 Dth)	3						
			Medium (10,000 - 40,000 Dth)	2						
			Low (<10,000 Dth)	1						
3	Builds on existing offerings	2	Definitely	3						
			Somewhat	2						
			Not at all	1						
4	Presents opportunities outside of existing offerings	1	Definitely	3						
			Somewhat	2						
			Not at all	1						
5	Potential market participation	3	Large	3						
			Medium	2						
			Small	1						
6	Market Barriers (technological, press, market education...)	2	Limited	3						
			Some	2						
			Many	1						
7	Potential Risks Internal (legal, environmental, regulatory, safety)	2	Limited	3						
			Some	2						
			Many	1						
8	Aligns with existing trade ally relationships	2	Strong	3						
			Medium	2						
			Weak	1						
9	Competencies are in place to fulfill	3	Definitely	3						
			Somewhat	2						
			Not at all	1						
10	Time to development	3	1-6 months	3						
			6-12 months	2						
			Longer than 12 months	1						