

Critical Success Factors Scorecard

		RATINGS (SCALE = 1 - 10: 10 = Excellent, 1 = Poor)						
Factors	Weight	MirrorImage	Game Inc.	Solo 2000	Dialup Games	Net Games	Virtual Gamer	Interactive Games
Cost	20%	5	1	10	9	5	1	1
Quality	30%	9	7	5	6	9	10	2
Delivery	10%	6	8	4	7	10	10	3
Innovation	10%	5	10	5	5	10	10	4
Speed to Market	10%	6	4	6	8	10	3	5
Creativity	5%	7	5	8	9	3	4	6
Intensity	5%	8	6	9	10	4	6	7
Meet Revenue Targets	10%	9	7	10	10	5	7	8
Weights (Must total 100%)	100%							
Score		7.05	5.75	6.85	7.55	7.55	6.70	3.45

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