

RUBRIC

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| **Concept** |  | **Competitive Analysis** |
| Is the value proposition clear and concise?  Is the idea original, innovative, and compelling? Does it make sense?  Is there a “pain point” or problem statement? |  | Is the competitive landscape addressed in a thoughtful way?  Is an initial competitive advantage, or point of differentiation, identified? |
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| **Market Opportunity** |  | **Feasibility / Initial Traction** |
| Is the market size and attractiveness defined?  Is there opportunity for growth, scalability?  Has a new trend been identified?  Is an industry being disrupted? |  | Are there signs of customer validation?  Has the team made progress towards any milestones?  Is the “pain point” and solution identified? |
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| **Customer Discovery** |  | **Team** |
| Has a target market / test market been identified?  Is the path to customer acquisition clear?  Is revenue and monetization addressed? |  | Are the key people and capabilities in place to execute the plan?  Does the team show promise?  Have any mentors or advisors been identified? |
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| **Presentation Quality** |  | **Oral Delivery** |
| Is the presentation interesting, convincing, and well done?  Is the video polished?  Is the plan “dripping with credibility”? |  | Is the presenter engaging and the idea communicated in a compelling way?  Is the value proposition communicated early (and succinctly)? |

