New Venture Competition - Student Business Track

Rubric_ 2021-22

		weak									strong	Total
	WT	1	2	3	4	5	6	7	8	9	10	
Team	**30**											
Co-founders have significant personal or professional experience with the problem and demonstrate unique insight into the pain point. *(1- no underlying inspiration or affinity with problem, 5- some familiarity but no experience, 10- significant passion driving venture and strong knowledge of or proximity to problem)*												
Co-founders and/or team have complementary skill sets/backgrounds *(i.e. 1- both same work, cultural background, gender, etc, 5- Varied backgrounds but same demographics/ traits, 10- diverse team, different skills sets- i.e. one subject matter expert and one technical expert, different genders, different geographies, cultural backgrounds, etc)*												
Founders have prior startup or product management experience *(1- no startup experience or product experience, 5- some of either, 10- have both)*												
Founder (s) has enlisted strong advisors in support of their ventures (1- no or minimal advisors with no experience, 5- a few good advisors, 10- Strong 3-4 subject matter experts)												
Total points												
Weighted score (weight * total score)												
Customer Discovery: Team has completed a rigorous customer discovery process (via customer interviews and observations) and the following have been clearly articulated:	**20**											
1-2 target customer profiles/personas have been identified and validated and described in detail- gender, age, ethnicity, income												

level, position, role, geography, etc. (*1- targeted customers not clear or validated, 5- one customer is defined but not clear validation, 10- all target personas determined and validated)*												
The total market size is delineated in a meaningful way that represents a large market either in # of people/companies experiencing the pain point and looking for solutions or in total $ size and aligns with the solution being offered. They have demonstrated there is a strong unmet need/problem worth solving. *(1- Market size is small or not defined, 5- market size defined but small, 10- Substantial market size* - I.e. Shopify's goal of making it easy for anyone to set-up an online shop- translation billions of people could use).												
The customer journey is well outlined with a description of how the target customers currently solve the problem and the decision process is clearly explained with buyers, users, and influencers all being delineated. (*1- not clear who the decision makers/buyers/users are, 5- Decisionmakers identified but not well understood, 10- all decisionmakers/influencers identified and understood)*												
Adoption barriers/switching costs are outlined and plan to overcome these are developed *(1- not clearly defined, 5- defined but not clear how to overcome, 10- defined and clear path to overcome)*												
Solution- The solution presented excels in the following categories:	**30**											
Unique, differentiated and defensible solution is provided- Significant barriers to competitive entrants are evident. *(1- no IP, no barriers to entry, 5- no IP but created some defensibility via brand loyalty, community etc, 10- great IP and strong community/brand loyalty)*												
Team is able to explain how the solution represents a **significant** time, cost, or quality savings to customer- (*1- not clear what the*												

advantage is, 5- advantage is better by 3-5x, 10- advantage of new product is 10x or > than what is currently available.)												
Why Now? Is answered clearly- Technology, regulations, trends etc *(1- not clear, 5- modest changes in behaviors, regulations, technology, 10- significant technology or regulation changes have occurred to make this work well – 5G, new discovery, regulations)*												
Competitive analysis is thorough and demonstrates unique value proposition of the company. *(1- no competitive analysis, 5- competitive analysis present but not comprehensive, 10- comprehensive competitive analysis)*												
Early traction is demonstrated via beta testing, customer sales, team building *(1- no customer usage/no team, 5- early beta testing/some early hires, 10- repeat customers or significant upward growth in sales, hiring key talent- LTV and CAC are calculated and improving)*												
Business Model/GTM	**20**											
Business Model is clear- How will they extract value? *(1- no model defined, 5- assumptions on cost/revenues outlined but not validated, 10- Actual revenues and costs in place and improving)*												
Go To Market Plans outlined with baseline KPIs established (CAC, LTV) (1- *no plans, 5- plans in place but no baseline markers, 10- plans outlined and being optimized)*												