

New Venture Competition Judging Rubric – 2021
Provide a score for each section and overall score for the team.

	Weak				Avg					Strong
	1	2	3	4	5	6	7	8	9	10
Customer Value Proposition (40%)										
Fully defined and validated through Customer Discovery Process. Has a sustainably differentiated solution for strong unmet needs of well-defined customer segments. “Why now?” is clearly answered.										
Problem/Solution statement is clear. Key elements are clearly defined (i.e. unique and sustainable differentiation, defensibility, validated pain point, target customers)										
Economic Model (20%)										
Economic Model is well articulated and supported with operating data.										
MVP tests have provided validation or initial results are validating.										
CAC or LTV, sales strategy and sales cycle are clearly defined.										
Go-To-Market Plan: (20%)										
GTM plan fully validated or underway.										
Channels for driving awareness, trial, conversion are clearly defined or plan is in place for testing.										
Team: (20%)										
Co-founders and other key team members have solid domain and startup experience and clearly defined roles within the company. Their areas of expertise are complementary to each other. They convey a passion for solving a real specific problem.										