

Scoring Rubric for Judging (60 points possible)

1. All submission documents show evidence of being checked for consistency and accuracy.
2. The value proposition is clearly explained in the one-sentence pitch.
 - Offer is succinctly stated
 - Target customer segment is identified
 - Customer problem is identified
 - Novel solution is identified
3. The customer genuinely needs and is willing to pay for the product as measured by voice of the customer interviews which are conducted with a representative sample of respondents (not just the team's friends and acquaintances).
4. The assessment of how easily the product could be duplicated by a current or potential competitor is reasonable.
5. The claim of competitive advantage is backed up with convincing evidence.
6. The target market size is reasonable.
7. The cost estimates for regulatory compliance and IP protection are reasonable.
8. The revenue model and pricing structure are clearly communicated and appropriate for the business.
9. The sales channel(s) is clearly communicated and appropriate for the business.
10. The cost of goods sold (COGS) and other operational expenses estimates are inclusive and reasonable.
11. Milestones for product development and finances are well conceived and presented.
12. The estimate for the amount of capital needed to launch the business is reasonable.
13. The product development milestones are realistically matched to a three-year timeline.
14. Customer acquisition projections that support growth are reasonable across three years.
15. The metrics chosen for evaluating success are reasonable.
16. The team has evaluated its management strengths and plans to address any weaknesses.
17. The Income Statement projections for a three-year period are reasonable and consistent.
18. The product is technically sound.
19. Consultation with partners and/or advisors is documented.
20. The team answered the judges' questions clearly and concisely.

(There is no evaluative score for the presentation. It is assumed that all teams will prepare and deliver well. Therefore, the presentation is not a differentiating factor for scoring.)