



Scoring Rubric Description	
Problem / Opportunity	Clearly described the Problem/Opportunity that the product/service solves or seeks to capitalize on.
Audience / Target Market	Articulated the audience/target market for the product or service. Higher scores should be given for specific (realistic) statistics and/or competitor comparisons.
Revenue Model	Clearly described how the business makes money. This method of making money is reasonable and seems viable.
Product / Services Sold	Clearly described the product/service the business sells. The target market would buy this product or use this service.
Management Team	Communicated the ability of the management team to successfully execute idea and (if necessary) communicated the necessary additional team members to make the idea a success.
Understanding of Industry	Demonstrated understanding of Industry and the idea's position within the industry. This is a reasonable position.
Competition Overview	Clearly described the competitors in the industry and how their idea can compete in the competitive landscape.
Marketing & Sales	Clearly described how the product/service will be marketed and sold (e.g. online store or brick-and-mortar).
Launch Plan	Clearly described how the business will be launched and proceed to profitability.
Potential to be Profitable	Business has potential to be a profitable business. Not necessarily scalable – rather a sustainable and profitable business.