

SMALL BUSINESS RUBRIC	Score: Low (1) – High (5)
<p>Customer / Problem 1 Are the customer / user segments and their problems identified and described?</p>	
<p>Customer / Problem 2 Are the customer / user segments and their problems validated?</p>	
<p>Solution 1 Does the solution address the problem?</p>	
<p>Solution 2 Does the solution deliver superior value in comparison to existing alternatives?</p>	
<p>Business Model 1 Are the business model components described?</p>	
<p>Business Model 2 (Financial Viability) Are the sales process and other business model components financially sustainable?</p>	
<p>Business Model 3 (Team) Did the team demonstrate an understanding of the internal and external skills/resources required to create/deliver the concept? Does the team have the necessary skills/resources to deliver the solution or a successful plan to obtain them?</p>	
<p>Market Size 1 Did the team identify the market for the product or service?</p>	

<p>Market Size 2 Did the team identify the share of market that can potentially be captured by the business?</p>	
<p>Competition Are the competitors identified and described? Does the business possess a competitive advantage? How well can the business defend its position against competition?</p>	
<p>Growth Does the team have a plan to launch and grow the business? Does the team recognize the immediate needs to grow this business?</p>	
<p>WOW Factor How original and compelling is this concept and how much growth potential do you think it will have? How well does the team grab attention and also capture the essence of the idea in their executive summary?</p>	
	<p>Total: (Max 60) _____</p>