



Rubric Topic Definitions

Value Proposition	How well does the startup solve a real problem or address a genuine need for its target customers? How clear and compelling is the startup's vision stated?
Market Opportunity	How large and attractive is the market that the startup is targeting? How well does the startup understand its customers and their willingness to pay for the product or service?
Competitive Advantage	How does the startup differentiate itself from its existing or potential competitors? What is the startup's unique value proposition or innovation that gives it an edge in the market? Does the startup have a MOAT?
Business Model	How does the startup generate revenue and profit from its product or service? How scalable and sustainable is the startup's business model? How realistic and reasonable are the startup's financial projections and assumptions?
Social Impact	How does the startup measure and demonstrate its impact on its customers, society, and the environment? How aligned is the startup's mission and vision with its impact goals? How positive and significant is the startup's impact?
Prototype/MVP	How well has the team prepared a prototype/MVP (either high fidelity or low fidelity) to demonstrate their concept, product, or service? Does the prototype/MVP demonstrate an iterative process of development? How refined or developed is the prototype/MVP? Have good prototyping techniques been demonstrated in the process?
Market Validation	How well has the team gathered evidence to prove their target market is experiencing the problem stated and that their solution would be in great demand at the prices they are proposing?
Team Structure	How well structured is the team to deliver the product or service described to meet the market need? Does the team have the skills needed to bring the product or service to market? Do they understand the skills that may be missing and how/when they plan to add those skills?