

SCORING RUBRIC

**BIZTECH
CHALLENGE**



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JUDGE NAME _____ TEAM NAME _____

TECHNOLOGY PROJECT	POOR	FAIR	GOOD	VERY GOOD	INVESTABLE
Does the project or idea contain at least a minimum set of features to collect data to validate the product or idea and its continued development? (must contain at least a mockup/specs but does not have to be a full working prototype)	1	2	3	4	5
Is the product/idea compelling and easy to use for a typical end user?	1	2	3	4	5
Does the team have a clear understanding of the technology? Was it explained well?	1	2	3	4	5
Please share feedback about the technology.					
BUSINESS MODEL					
Did the team describe a plan to make this a successful business?	1	2	3	4	5
Can the solution generate revenue from the for-profit, non-profit, or government sectors?	1	2	3	4	5
Did the team demonstrate a go-to-market strategy and scalability of the business?	1	2	3	4	5
Please share feedback about the business model.					
CUSTOMER & MARKET VALIDATION					
Did the team identify the size and composition of the target market?	1	2	3	4	5
Do they understand the customer and their needs?	1	2	3	4	5
Did they clearly articulate their unique value proposition that distinguishes them from the competition?	1	2	3	4	5
Please share your feedback about the customer & market validation.					
FINAL THOUGHTS					
Overall, what are your thoughts about this project.					

