

BIZTECH CHALLENGE



AN ENTREPRENEURIAL EXPERIENCE FOR HBCU STUDENTS

BUSINESS DEVELOPMENT • EXPERT MENTORSHIP • PROFESSIONAL CONNECTIONS

SCORING RUBRIC

WEIGHT	CATEGORY	DESCRIPTION	UNDERDEVELOPED	FAIR	GOOD	VERY GOOD	INVESTABLE
%33.3	TECHNOLOGY PROJECT	<ul style="list-style-type: none"> • 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 DEVELOPEMENT? (MUST CONTAIN AT LEAST A MOCKUP/SPECS BUT DOES NOT HAVE TO BE A FULL WORKING PROTOTYPE) • IS THE PRODUCT/IDEA COMPELLING AND EASY TO USE FOR A TYPICAL END USER? DOES IT ENCOURAGE USER RETENTION? 	1	2	3	4	5
%33.3	BUSINESS MODEL	<ul style="list-style-type: none"> • DID THE TEAM DESCRIBE A PLAN TO MAKE THIS A SUCCESSFUL BUSINESS? • CAN THE SOLUTION GENERATE REVENUES FROM THE FOR-PROFIT, NON-PROFIT, OR GOVERNMENT SECTORS? • DID THE TEAM DEMONSTRATE A GO-TO-MARKETING STRATEGY AND SCALABILITY OF THE BUSINESS? 	1	2	3	4	5
%33.3	CUSTOMER/ MARKET VALIDATION	<ul style="list-style-type: none"> • DID THE TEAM IDENTIFY THE SIZE AND COMPOSITION OF THE TARGET MARKET? • DO THEY UNDERSTAND THE CUSTOMER AND THEIR NEEDS? • DID THEY CLEARLY ARTICULATE THEIR UNIQUE VALUE PROPOSITION THAT DISTINGUISES THEM FROM THE COMPETITION? 	1	2	3	4	5

QUESTIONS? VISIT BIZTECHCHALLENGE.COM.