

Use this rubric as a tool to organize your thoughts, scores are not meant to be a determining factor of the winning team.

(Rating system: 1 = Very poor, 2 = Poor, 3 = Fair, 4 = Good, 5 = Excellent)

CRITERIA	EXCELLENT (5)	POOR (1)
Opportunity	Can't miss	Difficult to ascertain
Unfair Advantages	Might be real	Nothing special
Marketing and Sales	Good handle on these issues	Very unrealistic expectations
Competitive Landscape	Solid understanding and room to operate	Lack of understanding and/or no room to operate
Revenue Model	Reasonable and compelling	Unreasonable and not compelling
Current Status	Have made solid progress	Simply a notion
Presentation	Clear, compelling, and concise	Unclear, unconvincing, rambling, disorganized
Overall Evaluation	Great idea and presentation: Who do I make the check out to?	Hard pass: No shot and weak