

## F4i-i3C Lean Start-Up Rubric

Company Name/ Business Plan Title

Judge/ Assessor's Name

Date



Scoring Scale	Total
Exemplary	90-100
Acceptable	75-89
Needs Improvement	50-74
Inadequate/Incomplete/ Not submitted	0-49

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Company Description (10% of score)</b> Part A	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

A. What does my company do?

B. How does my company make money?

C. Business Name/ Logo/ Slogan

Clearly outlines the sales/ product and overview of service or product

Unique name and custom logo and slogan for business is evident

Judge/ Assessor's Comments:

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Company Description (10% of score)</b> Part B	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

D. Dream/ Vision Statement

E. Company Mission Statement

Business idea is clearly conveyed. Detailed reason for launch,description of service / product offered, company's vision, mission,focus, and value proposition.

Mission statement and plans for social impact embedded into the opportunity; clearly connected to why the business exists with research to support.

Judge/ Assessor's Comments:

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Problem/Unmet Need/ Solution/SWOT (10% of score)</b>	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

F. Problem/ Unmet Need

G. Solution

G.1 SWOT

Clear and engaging description of a want or unmet need using data to support claims

Idea is clearly and persuasively described and links to solving the problem or unmet need through research.

Comprehensive list that clearly demonstrates the company's competitive edge, struggles & solution for weaknesses, plan for capitalizing on profit & growth opportunities , & identified threats to business.

Judge/ Assessor's Comments:

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Competition, Key Activities Partnerships, UVP (10% of score)</b>	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

H. Competition

I. Key Activities

J. Key Partnerships

K. Unique Value Proposition

Indirect and direct competitors clearly described including strengths and weaknesses for each. feedback/testimonials.

Key outline of what your company does. Evidence of what owners need to have your company run successfully?

Clear evidence of who the company will work with both for sales as well as for materials and consumer engagement

Engaging and convincing explanation of competitive advantage to show how business is unique with customer

Judge/ Assessor's Comments:

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Target Market, Customers, Key Metrics Distribution (10% of score)</b>	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

L. Target Market Analysis

M. Customer Relationships

N. Key Metrics

O. Distribution Channels

Clear and engaging description of target market with extensive & relevant demographic, geographic & psychographic information; linked to product or service's features & benefits.

Engaging and convincing explanation of competitive advantage to show how business is unique with customer feedback.

Clear and compelling narrative that seamlessly integrates all important market research concepts into the presentation to legitimize business claim.

Clear narrative of how product or service will get to end-user

Judge/ Assessor's Comments:

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Business Financials (10% of score)</b>	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

*P. Definition of One Unit* Clearly outlines and describes the basis or product/ service minimum unit of sale.  
*Q. Costs/ Expenses* Comprehensive and clearly researched cost of doing business for year 1.  
*R. Revenue Streams* Comprehensive income projection, estimated breakdown of sales  
*S. Year 1 Sales Projections* Clear analysis of year one sales and income as they relate to company sales and marketing, as well as seasonal revenue and growth

*Judge/ Assessor's Comments:*

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Innovation / Uniqueness of Idea (10% of score)</b>	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

Business shows unique innovation, perspective and independent thinking. Students showcase themselves as creative problem solvers, and have gathered evidence that their idea is different than current offerings.

*Judge/ Assessor's Comments:*

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Presentation: PDF Slide Deck (10% of Score)</b>	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

Slide Deck covers all sections of A-S per requirements. Graphics, personal branding and data are specific and customized to the business brand.

*Judge/ Assessor's Comments:*

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Recorded Video of Presentation/ Presentation Skills &gt;15 minutes(10% of Score)</b>	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

Video presentation covers all aspects of the rubric and / business plan in a video showcase of the pitch. Industry-relevant evidence of sections A-S are clearly illustrated in the presentation video.

*Judge/ Assessor's Comments:*

Criteria	Incomplete: Information Not Available	Below Expectations	Average/ Some Evidence of Understanding	Meets Expectations	Exceeds Expectations	My Score:
<b>Advertising: 1 Minute Commercial /Elevator Pitch (10% of Score)</b>	<b>0-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9-10</b>	

Commercial/Elevator Pitch is persuasive, uses advertising techniques to pitch or persuaded buyers/ end users to purchase/ engage with brand or product. Unit of Sale is clearly and specifically reflected.

*Judge/ Assessor's Comments:*

<b>Total Points</b>	
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**Additional Notes/ Feedback:**