TEAM:

2019 UCI NVC: Consumer Products Judging Rubric

JUDGE:

CATEGORIES & BENCHMARKS	FACTOR	EXCELLENT	VERY GOOD	GOOD	AVERAGE	POOR	MISSING	COMMENTS, QUESTIONS, RECOMMENDATIONS
PROBLEM *the pain was clearly described AND demonstrates a real problem worth addressing*	*CLEAR*							
	BELIEVABLE							
SOLUTION *the value proposition vis-à-vis the pain was clearly described, demonstrating significant value/benefit*	*CLEAR*							
	COMPELLING							
TARGET MARKET *a clearly defined target market segment was identified AND linked specifically to the described problem*	*CLEAR*							
	REALISTIC							
COMPETITION *a clear, sustainable and obvious competitive advantage(s) was clearly demonstrated*	*CLEAR*							
	REALISTIC							
BUSINESS MODEL *how the venture will make money was clearly described through a model with superior potential for profitability*	*CLEAR*							
	REALISTIC							
GO-TO-MARKET PLAN *a clear and logical path to market over a realistic timeframe was articulated*	*CLEAR*							
	REALISTIC							
FINANCIALS/FUNDING *a clear, 3-5 year financial projection was shown with key assumptions/metrics, funding and use of funds*	*CLEAR*							
	VIABILITY							
TEAM *the team will succeed based on their bios/capabilities and the requirements to launch the venture*	*COMPLETE*							
	CAPABILITY							
PRESENTATION *the material was organized, thoughtfully developed and clearly presented in a professional, convincing manner*	*QUALITY*							
	INTEGRITY							
Q & A RESPONSES *strong domain expertise and confidence strengthened the overall impression of their venture's potential*	*POISE*							
	SUBSTANCE							