

## High School Executive Summary Rubric

This rubric provides the guidelines and scoring criteria for one-page executive summaries. Scores range from 0 (the section is omitted completely) to 5.

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
<b>OVERALL IMPRESSION OF EXECUTIVE SUMMARY:</b> <ul style="list-style-type: none"> <li>Does the summary make the reader want to learn more?</li> <li>Is the summary well written and succinct (one page)?</li> <li>Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?</li> </ul>	
<b>TEAM:</b> <ul style="list-style-type: none"> <li>Does the summary adequately describe team members' skills, and roles?</li> </ul>	
<b>CUSTOMER SEGMENTS:</b> <ul style="list-style-type: none"> <li>Does the team describe their ideal customer?</li> </ul>	
<b>PROBLEM:</b> <ul style="list-style-type: none"> <li>Does the team understand the 1-3 top problems their customers face?</li> </ul>	
<b>SOLUTION:</b> <ul style="list-style-type: none"> <li>How effectively does the product solve the customers' top problems?</li> </ul>	
<b>VALUE PROPOSITION:</b> <ul style="list-style-type: none"> <li>Has the team clearly stated their value proposition? Is there a single, clear, compelling message that states why the proposed solution is worth paying attention to?</li> </ul>	
<b>COMPETITIVE STRATEGY:</b> <ul style="list-style-type: none"> <li>Has the team identified what they have, that their competitors do not, that gives them an advantage?</li> </ul>	
<b>GO TO MARKET STRATEGY:</b> <ul style="list-style-type: none"> <li>Has the team described how they will reach their customer segments?</li> </ul>	



TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
<b>REVENUE MODEL:</b> <ul style="list-style-type: none"> <li>Has the team described what their customer is buying from them? And what they are charging their customers?</li> </ul>	
<b>COST STRUCTURE:</b> <ul style="list-style-type: none"> <li>Has the team described what it will cost to run the business?</li> </ul>	
<b>KEY METRICS:</b> <ul style="list-style-type: none"> <li>Does the summary describe how the team will measure success?</li> </ul>	
<b>TOTAL</b>	

