

Presentation Rubric

This rubric provides the guidelines and scoring criteria for presentations. This rubric is only for the presentation and does not reflect scoring for the written plan. Scores range from 0 (the section is omitted completely) to 5.

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
TEAM: <ul style="list-style-type: none"> • Did the team properly introduce themselves (names, roles)? • Does the summary describe team members' skills, experience, and roles and how they're uniquely positioned to build a great company • Are gaps in skills or experience acknowledged and addressed? • How well did the team work together? 	
PRESENTATION: <ul style="list-style-type: none"> • Did the team make a quality presentation overall? • What was the quality of the team's materials and data? • How was the team's ability to answer tough questions? 	
PROBLEM: <ul style="list-style-type: none"> • Does the team understand the customer problem their product/service solves? • Is it clearly articulated and quantified? 	
VALUE PROPOSITION: <ul style="list-style-type: none"> • Is the value proposition clearly stated? • Does it describe how the product/service meets customer needs? • Are benefits quantified? • Has sufficient primary market research been conducted that demonstrates need for the products or services? 	
MARKET OPPORTUNITY: <ul style="list-style-type: none"> • Is market size, addressable market, growth potential, and composition described? 	



TEAM NAME:	Score based on o (lowest) to 5 (highest)
COMPETITIVE STRATEGY: <ul style="list-style-type: none"> • Has the team analyzed its competitive space? • Does the summary clearly identify the company's initial competitive advantage or differentiator? • Does the team have an adequate strategy for defending their market position? 	
GO TO MARKET STRATEGY: <ul style="list-style-type: none"> • Is it clear how the company will reach its initial customer? • Is a sales strategy identified? • Is the distribution plan defined and reasonable? 	
TRACTION: <ul style="list-style-type: none"> • Has the team made progress toward milestones (e.g., MVP, customer agreements, partnerships)? 	
REVENUE MODEL AND FINANCIAL PROJECTIONS: <ul style="list-style-type: none"> • Is the revenue model described for each customer segment? • Are financials consistent with the plan and assumptions realistic? • Are five years of pro forma financial statements submitted (income statement, cash flows, balance sheet) and do they appear to be achievable? 	
FUNDING AMOUNT REQUIRED AND SOURCES: <ul style="list-style-type: none"> • Is the amount of funding sufficient for the team to achieve its goals? • Are the sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.) realistic and achievable? • Have they laid out a realistic timeline for the fund raise? 	
Please indicate with a check if you would recommend this team for any of the merit prizes listed below: Best Technology Venture _____ Best Social Impact Venture _____ Best Agricultural Venture _____	
TOTAL	

