

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)
OVERALL IMPRESSION OF EXECUTIVE SUMMARY: <ul style="list-style-type: none">• Does the summary make the reader want to learn more?• Is the summary well written and succinct (one page only)?• Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?	
TEAM: <ul style="list-style-type: none">• 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?	
PROBLEM: <ul style="list-style-type: none">• Does the team understand the customer problem the product or 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 the market size, addressable market, growth potential, and composition described?	
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?	

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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 any milestones (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? 	
TOTAL	