

## 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 only)?</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 describe team members' skills, experience, and roles and how they're uniquely positioned to build a great company?</li> <li>Are gaps in skills or experience acknowledged and addressed?</li> </ul>	
<b>PROBLEM:</b> <ul style="list-style-type: none"> <li>Does the team understand the customer problem the product or service solves?</li> <li>Is it clearly articulated and quantified?</li> </ul>	
<b>VALUE PROPOSITION:</b> <ul style="list-style-type: none"> <li>Is the value proposition clearly stated?</li> <li>Does it describe how the product/service meets customer needs?</li> <li>Are benefits quantified?</li> <li>Has sufficient primary market research been conducted that demonstrates need for the products or services?</li> </ul>	
<b>MARKET OPPORTUNITY:</b> <ul style="list-style-type: none"> <li>Is the market size, addressable market, growth potential, and composition described?</li> </ul>	
<b>COMPETITIVE STRATEGY:</b> <ul style="list-style-type: none"> <li>Has the team analyzed its competitive space?</li> <li>Does the summary clearly identify the company's initial competitive advantage or differentiator?</li> <li>Does the team have an adequate strategy for defending their market position?</li> </ul>	



TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
<b>GO TO MARKET STRATEGY:</b> <ul style="list-style-type: none"> <li>Is it clear how the company will reach its initial customer?</li> <li>Is a sales strategy identified?</li> <li>Is the distribution plan defined and reasonable?</li> </ul>	
<b>TRACTION:</b> <ul style="list-style-type: none"> <li>Has the team made progress toward any milestones (MVP, customer agreements, partnerships)?</li> </ul>	
<b>REVENUE MODEL AND FINANCIAL PROJECTIONS:</b> <ul style="list-style-type: none"> <li>Is the revenue model described for each customer segment?</li> <li>Are financials consistent with the plan and assumptions realistic?</li> </ul>	
<b>FUNDING AMOUNT REQUIRED AND SOURCES:</b> <ul style="list-style-type: none"> <li>Is the amount of funding sufficient for the team to achieve its goals</li> <li>Are the sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.) realistic and achievable</li> <li>Have they laid out a realistic timeline for the fund raise?</li> </ul>	
<b>TOTAL</b>	

