



**2021 National Venture Plan Competition
Rubric & Scorecard**

Company Name:

THIS WILL BE ONLINE

Judge Name:

CATEGORIES & BENCHMARKS

RATING: 1 - 7 STARS

**COMMENTS, QUESTIONS,
RECOMMENDATIONS (OPTIONAL)**

1	<p align="center">PROBLEM / SOLUTION / VALUE PROPOSITION / SIZE</p> <p>Pain is clearly described, worth addressing, and the value proposition is timely with significant benefits in solving the problem with a product-market-fit and a sizable growing market.</p>
2	<p align="center">TEAM</p> <p>The team has domain expertise, startup experience, and has the skills and network needed to be successful.</p>
3	<p align="center">COMPETITION AND MARKET RESEARCH</p> <p>Full understanding of the competition and sustainable competitive advantage. Extensive market research on target customers and a unique and novel approach to scale and capture market share.</p>
4	<p align="center">BUSINESS MODEL AND FINANCIALS</p> <p>Unit economics shows potential for profitability and sustainability. The 3-5 year financial projections are conservative and realistic with clear assumptions, shows anticipated use of funds.</p>
5	<p align="center">INTELLECTUAL PROPERTY/MOAT/PROTECTION</p> <p>The business moat, technology and/or IP appears to have economic value, has been proven, and is protected</p>
6	<p align="center">MARKETING, SALES AND DISTRIBUTION STRATEGY</p> <p>The business go-to-market strategy is clearly established to reach the target audience effectively with low acquisition cost</p>
7	<p align="center">DEAL TERMS / PRESENTATION</p> <p>The deal terms are clearly defined, the materials are organized and presented in a clear and logical fashion covering all relevant topics</p>

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<p>Star Rating Legend</p> <p>1 * = Strongly Disagree</p> <p>2 * = Disagree</p> <p>3 * = Somewhat Disagree</p> <p>4 * = Neither Agree Nor Disagree</p> <p>5 * = Somewhat Agree</p> <p>6 * = Agree</p> <p>7 * = Strongly Agree</p>
