

## Rubric for Startup Company

Student Name:

Criteria	Score	Feedback
1. Company has a clearly defined and articulated <b>Need</b> . [EX: Specifically stating what the need is and why it is a problem/annoyance/etc.]	1-10	
2. In the “shark tank” pitch/presentation, there is a thorough and honest <b>Market Analysis</b> and <b>Customer-Discovery</b> . [EX: stats from surveys, quotes from clients, stats and facts about the market]	1-20	
3. The team creates an appropriate and effective <b>MVP</b> . [EX: the team has an MVP which demonstrates their solution and how it addresses the need]	1-15	
4. Thorough and honest effort and analysis in <b>testing product viability</b> . [EX: stats or quotes from customer feedback, regardless if they are positive or negative; really anything that shows some intention effort of testing your MVP]	1-10	
5. The team completes a <b>Lean Canvas</b> or some other type of business model	1-15	
6. Quality of the “ <b>pitch</b> ” [EX: the pitch has showmanship and salesman skills that go beyond just reading a PowerPoint; The PowerPoint or other documentation/visual aid used during the presentation isn’t just text]	1-10	
7. The student demonstrates regular <b>professional</b> behavior while working on this project [EX: showing up on time; daily work; open to other’s ideas; engages with group mates and the project daily]	1-20	

Grade: