



National Startup Symposium Rubric & Scorecard

Company Name:

THIS WILL BE ONLINE

Judge Name:

CATEGORIES & BENCHMARKS

RATING: 1 - 7 STARS

COMMENTS, QUESTIONS, RECOMMENDATIONS
(OPTIONAL)

1	<u>THE TEAM</u>
	The team has domain expertise, startup experience, and has the skills and network needed to be successful.
2	<u>THE TERMS</u>
	The deal terms are clearly defined, match investor's risk tolerance and align with the investor's expected return on investment.
3	<u>THE EVERYTHING ELSE</u>
	<p>Problem/Solution/Value Prop: 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> <p>Competition: 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> <p>Business Model: 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> <p>IP/Moat: The business moat, technology and/or IP appears to have economic value, has been proven, and is protected.</p> <p>Marketing/Sales: The business go-to-market strategy is clearly established to reach the target audience effectively with low acquisition cost.</p>

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Star Rating Legend

- 1 * = Strongly Disagree
- 2 * = Disagree
- 3 * = Somewhat Disagree
- 4 * = Neither Agree Nor Disagree
- 5 * = Somewhat Agree
- 6 * = Agree
- 7 * = Strongly Agree