

Round 1 Judging Rubric – Business Venture (In order to achieve maximum points, students should use research/data to back up their assertions whenever possible.)	Score: Low (1) – High (5)	Feedback
Problem/Opportunity How well did the team demonstrate a rich understanding of the problem, and why it is worth solving?		
Solution How well did the team communicate their solution and their unique selling proposition? How well does the team’s solution appear to address the problem and deliver superior value compared to existing alternatives?		
Customers/Competition To what extent did the team demonstrate a deep understanding of its overall market, and its target group within the market? How well does the team seem to understand its competition, and what gives their solution advantage/s over others?		
Team/Barriers To what extent did the team demonstrate understanding of the internal/external skills and resources that will be required to create/deliver the concept, as well as the barriers to entry? Does the team have the necessary skills/resources to overcome the barriers and deliver the solution, or a realistic plan to obtain them?		
Financial Feasibility How well does the team communicate the reasoning for its sales price? How well does the team demonstrate in-depth understanding of the fixed and variable costs they will encounter?		
WOW Factor (Subject to judges’ opinion) How original and compelling is this concept, and how much growth potential do you think it will have?		
Scoring Chart: 1 – Insufficient 2 – Substandard 3 – Adequate 4 – Meets all expectations 5 – Exceptional	Total: (Max 30) <hr/>	