

<b>INNOVATION RUBRIC</b>  <b>*Social Innovation alternate points are given in red.</b>	<b>Score:</b> <b>Low (1) – High (5)</b>
<b>Customer / Problem 1</b> Are the customer / user segments and their problems identified and described?	
<b>Customer / Problem 2</b> Are the customer / user segments and their problems validated?	
<b>Solution 1</b> Does the team's solution address the problem?	
<b>Solution 2</b> Does the team's solution deliver superior value in comparison to existing alternatives?	
<b>Business / Social Model 1</b> Are the business or social model components described?	
<b>Business / Social Model 2 (Financial Viability)</b> Are the sales process and other business model components financially sustainable?  <b>Social: Are the beneficiary / user engagement and the revenue process sustainable?</b>	
<b>Business / Social Model 3 (Team)</b> Did the team demonstrate understanding of the internal and external skills/resources that will be required to create/deliver the concept? Does the team have the necessary skills/resources to deliver the solution or a successful plan to obtain them?	

<p><b>Market Size 1</b> Did the team identify the market for the product or service?</p> <p>Social: What impact does the problem have if not solved? Are the number of people / communities affected by this problem identified and validated?</p>	
<p><b>Market Size 2</b> Did the team identify the share of market that can potentially be captured by the business?</p> <p>Social: Are the number of people that can be served by the social innovation identified along with how much will they benefit?</p>	
<p><b>Competition / Impact 1</b> Does the business possess a competitive advantage? Can the business defend its position against competition?</p> <p>Social: Is the social innovation unique to the community being served? Social: Are unique and meaningful benefits (both immediate and long term) described?</p>	
<p><b>Growth</b> Does the team have a plan to grow the business?</p>	
<p><b>WOW Factor</b> How original and compelling is this concept and how much growth potential do you think it will have? How well does the team grab attention and also capture the essence of the idea in their executive summary?</p>	
	<p><b>Total: (Max 60)</b> _____</p>