

RPI Business Model Competition Rubric

Question 1.

Market Opportunity / Strategy

(Clear market need and a plan to take advantage of the need as well as how they will bring it to market.)



Question 2.

Competitive Advantage

(The team has a clear understanding of the competitive market, and their product or service is differentiated.)



Question 3.

Management Capability

(The team has the skills and experience to develop this company and monetize the idea.)



Question 4.

Customer Discovery

(Demonstrated/validated the business model by conducting customer interviews and high quality experiments.) *The number of interviews/tests should be adjusted for industry, product type (web vs physical product), and business type (B2B vs B2C). The overall quality of tests should also be taken into account—interviews are high quality, surveys & focus groups are much lower quality.*



Question 5.

Presentation

(The pitch presented the venture in a clear, compelling manner and answered questions well.)



Question 6.

Investment Potential

(The business is a real investment opportunity in which you would consider investing.)

