

2019 Judging Rubric

Company: _____

Judge: _____

	Outstanding (9-10)	Good (6-8)	Sufficient (3-5)	Deficient (0-2)
	Exemplary understanding and presentation. Exceeds expectations and delivers clear value.	All elements addressed competently. Meets all expectations and communicates clear potential value.	All elements addressed. More detail required to make a positive impression.	Missing one or more important elements.
Product Is there a real and large problem to solve and is the product vision and roadmap capable of doing so in a disruptive way?				
Scalability Is the serviceable addressable market clear and realistic, and is the product or service capable of scaling in the market?				
Traction Does the company have paying customers, successful proof of concepts, beta users, customer surveys, or none of the above?				
Team Does the management have relevant experience and industry bona fides?				

Please note that stage of company will be considered for all metrics.

Total: _____