

Score 1-10 for each line (10 is the highest score)	1	2	3	4	5	6	7	8	9	10
Did team present clear information for each of the 9 sections of the business model canvas?										
Did team give product/service info and how it will solve the problem or take advantage of the opportunity (value proposition)										
Were assumptions about ROC event and customers clearly stated?										
Testing, validation and customer interaction: did the student team test their assumptions about customers and ROC event? How many potential customers were interviewed/surveyed?										
Did team clearly state what they learned during customer interviews? How were team's initial assumptions about the ROC event proven correct or incorrect?										
Real Life: Based on the persuasiveness of the evidence presented, how viable is this product/service?										
Spoke clearly, presented information in a logical flow?										
Told a story										
Provided examples										
Enthusiastic, passionate about the idea, full of energy										
TOTAL Points										

Judges: _____
