

C3 Business Plan Competition Rubric

8-10 Minute Business Plan

Business Presenter(s):

Business Name:

Scoring Sheet

Category	Score Range	Weight	Score
1. Problem and Customer Identification	1-4	15%	
2. Value Proposition and Solution	1-4	15%	
3. Financial Viability	1-4	20%	
4. Market Strategies and Metrics	1-4	15%	
5. Feasibility and Scalability	1-4	20%	
6. Presentation (Visual, Organizational, and Oral)	1-4	15%	
Total (sum)			

Calculations Cheat Sheet

	15%	20%
1	0.15	0.20
2	0.30	0.40
3	0.45	0.60
4	0.60	0.80

Scoring Guidelines:

1. **Needs Improvement** – The participant meets only a few aspects of the criteria.
2. **Developing** – The participant meets some aspects of the criteria but lacks in others.
3. **Proficient** – The participant meets most of the criteria with solid evidence and presentation.
4. **Exemplary** – The participant meets or exceeds expectations in this category, with clear, compelling evidence.

A 0 point score may be assessed if the participant omits a category

Calculation:

1. **Judge Total Score:** (Score in each category) x (Weight) = **Total Score for Category.**
 - A cheat sheet has been provided to the right: follow the row for the score range you selected and find the calculation for the correct weight for each category. Record the correct calculation in the score column of the scoring sheet.
 - Each judge scores independently and the scores are aggregated together and divided by the number of judges.
2. **Final Score for each participant:** Sum of all judges total scores for each participant divided by the number of judges.

Additional Scoring Considerations:

Q&A Session: Consider how well the participant responds to judges' questions when scoring each category.

Tie-Breaker: In the event of a tie, judges will confer and decide based on overall presentation and potential impact. The tie breaker should go to the business that is most feasible.

Judge Notes / Feedback:

Category	Lean Canvas Elements	Exemplary (4)	Proficient (3)	Developing (2)	Needs Improvement (1)
1. Problem and Customer Identification	Customer Segments, Problem	- The problem is defined with exceptional clarity and depth, including supporting data or compelling evidence.	- The problem is clearly stated with adequate detail.	- The problem is mentioned but lacks sufficient clarity or depth.	- The problem is poorly defined or missing key details.
		- Customer segments are precisely identified with detailed profiles, showing a clear understanding of their pain points and needs.	- Customer segments are identified and described, with some evidence to justify their relevance, though minor details may be lacking.	- Customer segments are somewhat generic or incomplete, with limited supporting evidence.	- Customer segments are vague or not identified, with little to no supporting evidence.
2. Value Proposition and Solution	Unique Value Proposition, Solution, Unfair Advantage	- The UVP is exceptionally clear, compelling, and distinct.	- The UVP and solution are clear and persuasive, with a reasonable explanation of benefits.	- The UVP and solution are present but lack clarity or depth.	- The UVP and solution are unclear, unconvincing, or insufficiently developed.
		- The solution is concisely described and directly addresses the identified problem.	- The solution is clearly defined with adequate detail.	- The solution is mentioned but lacks real clarity or depth.	- The solution is poorly defined or missing.
		- The unfair advantage is seamlessly integrated, effectively differentiating the offering from competitors.	- The unfair advantage is noted, though it might need more explicit integration to fully differentiate the offering.	- The unfair advantage is mentioned but is vague or not well integrated into the overall value proposition.	- The unfair advantage is missing or poorly articulated, failing to set the offering apart from competitors.
3. Financial Viability	Cost Structure, Revenue Streams,	- Revenue streams and cost structures are thoroughly and logically mapped out.	- The financial model is clear, with identified revenue streams and cost structures.	- The business model is outlined but lacks sufficient depth or clarity.	- The financial model is poorly defined, with unclear or missing revenue streams and cost structures.
		- The financial model is realistic, detailed, and demonstrates a sustainable plan.	- Minor gaps in detail or analysis exist, but the overall model is sustainable.	- Revenue streams and cost structures are vaguely defined, with minimal supporting analysis.	- There is little to no evidence of a sustainable financial plan.
4. Market Strategies and Metrics	Channels, Key Metrics	- Comprehensive, clear data and metrics (e.g., pilot results, customer feedback, conversion rates) validate the market need.	- Adequate data and metrics are presented that validate the market need.	- Limited data or metrics are provided, and the evidence for market need is minimal.	- Little to no data or metrics are provided to validate the market need.
		- Customer validation is robust, supported by multiple sources of evidence.	- Customer validation is evident, though some areas could benefit from deeper analysis or additional evidence.	- Customer validation is weak or not strongly connected to the overall business hypothesis.	- Customer validation is absent or insufficient, failing to support the business idea.

5. Feasibility and Scalability	na	- A detailed and logical feasibility analysis demonstrates that the idea is viable in its current market environment.	- The feasibility analysis is solid, showing that the idea is reasonably viable.	- Feasibility is somewhat questionable, with limited analysis or insufficient detail.	- The viability of the idea is unconvincing with little to no feasibility analysis provided.
		- Clear, actionable growth strategies are provided along with well-considered risk mitigation plans.	- Growth strategies and scalability potential are addressed with adequate detail, though minor gaps may exist.	- Scalability is mentioned but lacks clear, well-supported strategies or actionable insights.	- Scalability is not addressed, and potential risks are largely ignored.
6. Presentation (Visual, Organizational, and Oral)	na	- The presentation is highly polished and professional.	- The presentation is well-organized and effective overall.	- The presentation is acceptable but lacks polish and may be somewhat disorganized.	- The presentation is disorganized and unprofessional.
		- Visual aids are engaging, clear, and effectively support the content.	- Visual aids are clear and supportive; the oral delivery is confident with minor areas for improvement.	- Visual aids are basic or minimally engaging, and the oral delivery is uneven or somewhat unclear.	- Visual aids are poor or absent, and the oral delivery is unclear, unengaging, and detracts from the overall message.