

THE LAUNCHPAD Scoring Rubric

Judge Name:	Company Name:					
<p>Concept</p> <p>The judges will assess how well the contestants have articulated and defined their business concept and the problem being addressed. They will look for clarity and innovation in the ideas presented, evaluating whether the concept is unique, feasible, and has the potential for success.</p>	1	2	3	4	5	Comments
	Weak		Neutral		Strong	
<p>Business Model</p> <p>The judges will carefully analyze the contestants' business models to evaluate their viability and potential for generating revenue. The judges will look for a well-defined and sustainable business model that demonstrates the potential for profitability and scalability.</p>	1	2	3	4	5	Comments
	Weak		Neutral		Strong	
<p>Market</p> <p>The judges will assess the contestants' understanding of their target market and the overall market potential for their product or service. They will consider the contestants' strategies for market positioning, customer acquisition, and market penetration.</p>	1	2	3	4	5	Comments
	Weak		Neutral		Strong	
<p>Traction</p> <p>The judges will examine the contestants' progress and traction in the market. They will consider the milestones achieved, such as sales, users, revenue generation, partnerships, capital raised, among other aspects.</p>	1	2	3	4	5	Comments
	Weak		Neutral		Strong	
<p>Team</p> <p>The judges will assess whether the team behind the startup has the right experience, skills, and expertise to execute. Judges will highly value strong and fully committed teams with demonstrated leadership and domain knowledge, alongside well-rounded skills and experiences.</p>	1	2	3	4	5	Comments
	Weak		Neutral		Strong	
<p>Commitment to and potential impact for the Northshore</p> <p>The judges will look for innovative ideas and initiatives that can contribute to the economic growth and development of the Northshore. They will evaluate the contestants' dedication and ability to make a positive and lasting impact on the community. The "Use of NSpire Funds" and company roadmap are good indicators of how to evaluate these efforts. Founding teams with strong Northshore roots already in place can be considered.</p>	1	2	3	4	5	Comments
	Weak		Neutral		Strong	