

Launch It: Cincy Application Rubric

	1	2	3	4	5
Business Overview					
Business Idea / Opportunity	The applicant does not clearly address the business problem and solution.	The applicant briefly talks about the problem and solution. Their response is not clear and leaves you with questions.	The applicant lists the problem and the solution (what the business does).	The applicant clearly describes the problem and how their solution solves the problem.	The applicant provides a detailed explanation / background for the problem and how their solution specifically addresses all aspects of the problem.
Background of Founder / Founding Team	The team does not have the experience or expertise to run the business.	This team little experience or expertise to run the business, but there are major gaps to be filled in order for this to be successful.	The team can run this business, but others can do it as well. They have slight gaps in experience or expertise	The team has some unique experience or expertise that would help in running the business.	The team has a strong background and experience to make the idea a reality.
Understanding of Business Concept					
Market Size	The applicant does not show any information on potential market size.	The applicant shows a small target market.	The applicant shows a market by addressing 1 of the following: - Total Available Market (who can use your product / service) - Serviceable Available Market (who in your geographic region can use the product / service) - Serviceable Obtainable Market (what part of the SAM can you capture?)	The applicant shows a large market by addressing 2 or more of the following: - Total Available Market (who can use your product / service) - Serviceable Available Market (who in your geographic region can use the product / service) - Serviceable Obtainable Market (what part of the SAM can you capture?)	The applicant shows a significantly large market by addressing ALL of the following: - Total Available Market (who can use your product / service) - Serviceable Available Market (who in your geographic region can use the product / service) - Serviceable Obtainable Market (what part of the SAM can you capture?)
Customer Discovery	The applicant has not validated the business concept.	The applicant has validated the business by personal opinion only.	The applicant has validated the business in 1 of the following ways: - Market Research - Potential Customer Interviews - Prototype Testing and Iteration	The applicant has validated the business in 2 of the following ways: - Market Research - Potential Customer Interviews - Prototype Testing and Iteration	The applicant has validated the business in ALL of the following ways: - Market Research - Potential Customer Interviews - Prototype Testing and Iteration
Competitive Landscape	The applicant did not address direct or indirect competitors to their solution and did not demonstrate an understanding of the competitive landscape.	The applicant addresses a small group direct or indirect competitors to their solution and demonstrates a slight understanding of the competitive landscape. Existing solutions solve the problem very well.	The applicant addresses direct or indirect competitors to their solution and demonstrates a general understanding of the competitive landscape. Existing solutions solve the problem.	The applicant clearly addresses direct or indirect competitors to their solution and demonstrates a strong understanding of the competitive landscape. Existing solutions solve the problem, but have room for improvement.	The applicant clearly addresses direct or indirect competitors to their solution and how they are different, and demonstrates an expert understanding of the competitive landscape. There are few (or no) existing solutions in the market.
Potential for Growth / Revenue Plans	The business could generate little to no revenue.	The business could generate some revenue.	The business could become a lifestyle business for the founding team, but has limited growth potential.	The business could generate revenue and has the opportunity to scale in the marketplace.	The business could generate significant revenue and has the opportunity to scale at a rapid rate.
Other					
University Recommendation	University Reference does not Recommend	N/A	University Reference somewhat recommends.	N/A	University Reference strongly recommends.
Quality of written responses	Written responses contain several errors in sentence structure and grammar that make the content difficult to read. Some responses are off-topic. Definite concerns about ability to communicate.	Written responses contain several errors in sentence structure, and syntax. Some concerns about ability to communicate.	Written responses are clear, concise, and engaging. No concerns about ability to communicate.	N/A	N/A