PismoVentures™
National Venture Plan Competion

2020 National Venture Plan Compeititon
Rubric & Scorecard

Company Name:	<mark>THIS WILL BE ONLINE</mark>	**Judge Name:**

CATEGORIES & BENCHMARKS	RATING: 1 - 7 STARS	COMMENTS, QUESTIONS, RECOMMNEDATIONS (OPTIONAL)
1 PROBLEM The pain is clearly described, demonstrates an opportunity, and a problem worth addressing	* * * * * * *	**Star Rating Legend**
2 SOLUTION / VALUE PROPOSITION The value proposition is clearly described, timely, and has significant benefits in solving the problem with a product-market-fit	* * * * * * *	1 * = Strongly Disagree 2 * = Disagree
3 TEAM The team has domain expertise, is coachable, has the skills and understands the gaps/requirements needed to be successful	* * * * * * *	3 * = Somewhat Disagree 4 * = Neither Agree Nor Disagree
4 ADDRESSABLE TARGET MARKET The target market is sizable, clearly defined and the product/service is scalable to satisfy a growing market	* * * * * * *	5 * = Somewhat Agree 6 * = Agree
5 COMPETITION The business has unique and novel approach. understands the competition, and has sustainable competitive advantages	* * * * * * *	7 * = Strongly Agree
6 BUSINESS MODEL The business clearly describes how it makes money through a model with potential for profitability and sustainability	* * * * * * *	
7 INTELLECTUAL PROPERTY/MOAT/PROTECTION The business moat, technology and/or IP appears to have economic value, has been proven, and is protected	* * * * * * *	
8 MARKETING, SALES AND DISTRIBUTION STRATEGY The business go-to-market strategy is clearly established to reach the target audience effectively with low acquisition cost	* * * * * * *	
9 FINANCIAL PROJECTIONS The 3-5 year financial projections are conservative and realistic with clear assumptions, shows funding needs and anticipated use of funds	* * * * * * *	
10 DEAL TERMS / PRESENTATION The deal terms are clearly defined, the materials are organized and presented in a clear and logical fashion covering all relevant topics	* * * * * * *	