**BPC Round 1 Scoring Rubric**

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| **Business Idea**  Includes a description of the idea. Is it a product or service? | The business idea has fully explained the idea and how it will be successful. The idea should move to round 2.  4-5 points | The business idea was somewhat explained the idea and how it will be successful. The idea needs further development.  3 points | The business idea was addressed, but not how it will be successful. The idea needs further development.  2 points | The business idea was not addressed.  1 point |
| **Value Proposition**  Includes value to the customer; problem to solve. Explains why it is a problem. | Value Proposition was fully developed and communicated clearly identifying each of the elements. The idea should move to round 2.  4-5 points | Value Proposition was developed in part with some of the elements identified.  3 points | Value Proposition was considered, however many of the elements have not been developed.  2 points | The problem was not addressed.  1 point |
| **Customer**  Understands the most important customer and how they are solving their problem. Identifies the customer is receiving value. | The customer is identified and communicated clearly. The idea should move to round 2.  4-5 points | Customer Segments are developed in part with some of the elements identified.  3 points | Customer Segments are considered, however many of the elements have not been developed.  2 points | The customer was not addressed.  1 point |
| **Overall**  Should this idea move to the next round of the competition? | Absolutely, great idea. Should move to round 2.  4-5 points | Maybe  3 points | No  2 points | No  1 point |