**BPC Round 2 Scoring Rubric**

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| **Executive Summary**  Includes a description of the company and why it will be successful. | Executive summary explained the idea is and how it will be successful. Idea should move to round 2.  4-5 points | Executive summary somewhat explained the idea is and how it will be successful. Idea needs further development.  3 points | Executive summary addressed what their idea is, but not how it will be successful. Idea needs further development.  2 points | Low quality executive summary response.  1 point |
| **Value Proposition**  Includes value to customer; problem to solve; service or product being offered; minimum viable product introduced. | Value Proposition was fully developed and communicated clearly identifying each of the elements.  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 | Low quality Value Proposition response.  1 point |
| **Customer Segments**  Identifies the segment receiving the value; the most important customer segment; a description of the customer archetype (persona) | Customer Segments are fully developed and communicated clearly, identifying each of the elements.  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 | Low quality Customer Segment identification response.  1 point |
| **Customer Relationships**  Identifies how to get, keep and grow customers; identifies existing customer relationships; have integrated customer relationships with the rest of the business model; addresses cost of acquiring customer relationships. | Customer Relationships are fully developed and communicated clearly, identifying each of the elements.  4-5 points | Customer Relationships are developed in part with some of the elements identified.  3 points | Customer Relationships are considered, however many of the elements have not been developed.  2 points | Low quality Customer Relationships response.  1 point |
| **Channels**  Identifies the channels through which the customers wish to be reached; how other companies currently reach them; which channels work best; which channels are most cost-efficient; integrates the channels with the customer routines. | Channels are fully developed and communicated clearly, identifying each of the elements.  4-5 points | Channels are developed in part with some of the elements identified.  3 points | Channels are considered, however many of the elements have not been developed.  2 points | Low quality Channels response.  1 point |
| **Key Partners**  Identifies key partners; identifies key suppliers; identifies key resources acquired from partners; identifies key activities the partners perform. | Key Partners are fully developed and communicated clearly, identifying each of the elements.  4-5 points | Key Partners are developed in part with some of the elements identified.  3 points | Key Partners are considered, however many of the elements have not been developed.  2 points | Low quality Key Partners response.  1 point |
| **Key Activities**  Identifies key activities that the Value Proposition requires; identifies distribution channels; ties in customer relationships; identifies revenue streams from activities. | Key Activities are fully developed and communicated clearly, identifying each of the elements.  4-5 points | Key Activities are developed in part with some of the elements identified.  3 points | Key Activities are considered, however many of the elements have not been developed.  2 points | Low quality Key Activities response.  1 point |
| **Key Resources**  Identifies the resources required for the value proposition; ties into distribution channels; ties into customer relationships; identifies revenue streams from key resources. | Key Resources are fully developed and communicated clearly, identifying each of the elements.  4-5 points | Key Resources are developed in part with some of the elements identified.  3 points | Key Resources are considered, however many of the elements have not been developed.  2 points | Low quality Key Resources response.  1 point |
| **Cost Structure**  Identifies the most important costs inherent to the business model; identifies the most expensive key resources; identifies the most expensive key activities. | Cost Structure is fully developed and communicated clearly, identifying each of the elements.  4-5 points | Cost Structure is developed in part with some of the elements identified.  3 points | Cost Structure is considered, however many of the elements have not been developed.  2 points | Low quality Cost Structure response.  1 point |
| **Revenue Streams**  Identifies the value for which customers are willing to pay; identifies for what customers are currently paying; describes the revenue model; describes pricing tactics. | Revenue Streams are fully developed and communicated clearly, identifying each of the elements.  4-5 points | Revenue Streams are developed in part with some of the elements identified.  3 points | Revenue Streams are considered, however many of the elements have not been developed.  2 points | Low quality Revenue Streams response.  1 point |
| **Primary Market Research conducted** | Primary Market Research tools were created, utilized and findings were presented. A minimum of 10 customer interviews were conducted.  4-5 points | Primary Market Research tools were created and presented. Some findings were presented. A minimum of 10 customer interviews were not conducted nor presented.  3 points | Some Primary Market Research was conducted, however the tools utilized and the minimum interviews were not conducted, or not clearly presented.  2 points | Little to no Primary Customer Research was conducted nor presented.  1 point |
| **Primary Research Applied to Customer Identification** | Primary Customer Research was utilized and applied to the customer segment to make updates, modifications, pivots, etc. Information was clearly presented.  4-5 points | Primary Customer Research was identified but not clearly applied to the identified Customer Segment.  3 points | Primary Customer Research was not applied to the segment, nor clearly presented.  2 points | Little to no customer research was applied nor discussed.  1 point |

**Comments/feedback for submitter:**