

WOLVERINE VENTURE BATTLE

REVIEW PANEL JUDGING RUBRIC (COMMERCIAL)

50 Possible Points

Criteria	Excellent (5)	Poor (1)
The Problem	The problem/pain/gain is clear.	There's nothing here.
The Solution	I can see how the proposed solution solves the problem.	I do not believe that the proposed solution solves the problem.
Unique Value Proposition	Truly unique offering! Different and effective.	Meh. There's nothing new here.
Customer Segments	The team proved who their customer is.	I feel like they're just guessing who the customer is.
Channels	I completely understand how they will reach their customers.	There is no strategy to get, keep, and grow customers.
Unfair Advantage	This venture might have unfair advantages over the competition.	Anyone can do what this team is proposing.
Key Metrics	I understand what metrics are important to the success of this team.	This team does not know how to measure progress.
Cost Structure	The team has a strong understanding of their costs and expenses.	The team did not address costs/expenses.
Revenues	Reasonable pricing and revenue assumptions/model - compelling.	Unreasonable assumptions and unrealistic revenue expectations
Video Quality	The video was impressive and well organized.	What the heck was that?