

Heartland Challenge - Judge's Rubric			
Judge Name:			
Team Name:		SCORE	
Problem	The team understands and clearly articulated the problem they are tackling		/5
Market Opportunity	The team described the market opportunity (market need, market size, market trends)		/5
Solution	The team clearly explained its solution (key features and benefits, value proposition/ how it addresses market needs)		/5
Competitive Advantage	The team understands and clearly described the competitive situation and its competitive advantage		/5
Go-to-Market Strategy	The team understands its customers and described a viable go-to-market strategy		/5
Business Model	The team clearly explained and justified how the business will make money		/5
Financial Outlook	The team demonstrated an understanding of the business's financial outlook (funding needs, cash flow, P&L)		/5
Management Team Capability	The management team has the ability to successfully start this business		/5
Investment Opportunity	The business represents a real investment opportunity (sufficient return given risk)		/5
Presentation	The team presented the venture opportunity in a clear, logical, and persuasive manner and answered questions well		/5
		TOTAL	/50
Notes:			
Feedback for Team:			