

**Rural Pitch Day - Scoring Rubric**

| <b>Product</b>   | <b>Scores on scale of 0 to 4 as shown</b>                  |   |
|--|--|---|
| 1. Problem/Pain Knowledge<br>Was the problem well explained and relatable? | 0 - not addressed;   | 4 - Understandable and relatable  |
| 2. Problem/ Execution Ability  | 0 - Solution does not deal with problem;                   | 4 - Scalable Ready to sell  |
| <b>Market</b>  |  |   |
| 3. Market Knowledge  | 0 - No market data provided;                               | 4 - TAM SAM SOM realistic and Customers interviewed                                       |
| 4. Market Execution Ability  | 0 - No plan articulated;                                   | 4 - Message and channels tested, with sales to prove it                                   |
| <b>Customer/Users</b>  |  |   |
| 5. Customer Knowledge  | 0 - Customer / buyer persona unknown;                      | 4 - Customer persona(s) defined and tested  |
| 6. Customer Execution Ability  | 0 - Business model / pricing unknown;                      | 4 - Tested and buyers transacting at low volume   |
| <b>Competition</b>   |  |   |
| 7. Competition Knowledge   | 0 - Unknown - no research done;                            | 4 - well known - competitors with similar offerings ID'd and differentiation demonstrated |
| 8. Competition Strengths and Weaknesses known                              | 0 - Not addressed;   | 4 - Well known and addressed with market proof  |
| <b>Pricing and Profitability</b>   |  |   |
| 9. Pricing   | 0 - No data to back up pricing assumptions;                | 4 - Pricing backed up by research and data analysis                                       |
| 10. Financial Projections  | 0 - Have not done any financial projections;               | 4 - Have done projections that demonstrate profitability                                  |
| <b>Team</b>  |  |   |
| 11. Knowledge of Team  | 0 - No experience-new to market or no experience in field; | 4 - Highly experienced with success in this industry                                      |
| 12. Team Execution Ability   | 0 - No Exp - new to market or no exp running a business;   | 4 - Highly experienced, founded, raised capital and exited in leadership role             |