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| The Business Model Canvas \* Decision Making tool \* Motivate customer and owner | | | |
|  | **Exceeds Standards** **(8-10)** | **Meets Standards** **(5-7)** | **Approaching Standards** **(0-4)** |  | |
| Product Idea  **30 pts**  \* Minimum Viable Product | Well thought out, creative, and unique product that is viable to the market place. It is evident that extensive thought was put in to the MVP idea. | A creative product that is/ may be viable in the market place. Some thought was given to the MVP creation of the product idea. | Poorly considered and presented product that may not be practical in the market place. Little to no thought or consideration was put in to MVP idea. |  |
| 1. Value Proposition  **30 pts**  \* Customer's problems solving \* Customer Needs \* Key features of product \* Match customers problems | Specific customer problems cited and needs with extensive back up data to show MULTIPLE market potential. Specific key features of product that match the customers problems/needs. | Specific customer problems cited and needs with back up data to show market potential. Specific key features of product that match the customers problems/needs. | Vague specific customer problems cited and needs with lack of back up data to show market potential. Specific key features of product that does not match the customers problems/needs. |  |
| 2. Customer Segments  **30 pts**  \* Most important customer \* Archetypes \* Job we are doing for customer | Clear understanding of specific customers in MULTIPLE markets. Specific business model archetypes for each market. Multiple jobs we are handling for the customer specific to the market. | Clear understanding of specific customers with potential size of market. Specific business model archetypes for customer. Complete understanding of the job we are handling for the customer | Clear understanding of specific customers missing potential size of market . General lor missing business model archetypes for customer. Missing or to general of an understanding of the job we are handling for the customer. |  |
| 3. Channels  **30 pts**  \* B2B \* B2C \* Specific Channels \* Alternative Channels | Extensive research of B2B/B2C channels of distribution with citations for each specific and alternative channels. | Specific B2B/B2C channels of distribution with citations for each specific and alternative channels. | Unclear B2B/B2C channel understanding. Missing specific channels and alternative channels. |  |
| 4. Customer Relationships  **30 pts**  \* How to attract customer \* How to keep customer \* How to grow customer | In depth three part plan to attract, keep and grow customers with specific benchmarks. Specific understanding of the complete customer relationship needs. | Three part plan to attract, keep and grow customers with specific benchmarks..Clear understanding of the complete customer relationship needs. | Missing steps to attract, keep and grow the customer. Missing understanding of needed relationship with customer. |  |
| 5. Revenue Streams  **30 pts**  \* How do we make money \* Revenue Model \* Pricing tactics | Exceeds Standards  Clear understanding of the profit stream for the product/service in MULTIPLE markets. A complete revenue model based on MULTIPLE customer segments. Specific pricing tactics for each customer segment. | Meets Standards  Clear understanding of the profit stream for the product/service. A complete revenue model based on customer segments. Specific pricing tactics for customer segment. | Approaching Standards  A general understanding of the profit stream for the product/service. A partial revenue model based on customer segments. General pricing tactics for customer segment. |  |
| 6. Key Partners  **30 pts**  \* Key Partners \* Key Suppliers \* Resource from partners and suppliers \* What are we giving key partners | An extensive list of key partners, suppliers, resources required of each key partner. Key partners expected return from your side of the venture with monetary value | A complete list of key partners, suppliers, resources required of each key partner. Key partners expected return from your side of the venture. | Incomplete of missing list of key partners, suppliers, resources required of each key partner. Key partners expected return missing or to general, from your side of the venture. |  |
| 7. Key Activities  **30 pts**  \* Required key activities \* Manufacturing? \* Technology? \*Supply Chain? | List of key activities with backup data on needs to achieve key activities for MULTIPLE markets. Detailed tasks for manufacturing, technology, supply chain and other activities specific to product/service. | List of key activities with backup data on needs to achieve key activities. Detailed tasks for manufacturing, technology, supply chain and other activities specific to product/service. | Missing or general listof key activities without backup data on needs to achieve key activities. Missing detailed tasks for manufacturing, technology, supply chain and other activities specific to product/service. |  |
| 8. Key Resources  **30 pts**  \* Financial \* Physical \* Intellectual property \* Human resources \* Other | Complete list of resources needed with citations for connecting with the resources, and sorted by prioritization by MULTIPLE markets. | Complete list of resources needed with citations for connecting with the resources, and sorted by prioritization. | General list of resources needed with out citations for connecting with the resources, and and missing prioritization. |  |
| 9. Cost Structure  **30 pts**  \* Critical Costs \* Fixed Costs \* Variable Costs | Explanation of critical costs for product/service with sources for MULTIPLE markets. Complete spreadsheet with detailed fixed and variable for a startup or in house resource requirement by MARKET. | Explanation of critical costs for product/service with sources. Complete spreadsheet with detailed fixed and variable for a startup or in house resource requirement. | Missing or general critical costs for product/service with out sources. In-complete spreadsheet with detailed fixed and variable for a startup or in house resource requirement. |  |

COMMENTS:

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