

2022 WVIBMC Judging Rubric

The **Fourth-Annual WV Innovation & Business Model Competition (WVIBMC)** continues to be an **evidence-based** and **information-driven** competition. While each student-team begins with the theoretical and a lot of **assumptions**, those assumptions should be ordered in terms of importance and then tested through experimentation with potential customers. The evidence and/or information/data collected from these customer interactions will either validate or invalidate the targeted assumption. Armed with validation/invalidation information, student-teams then make informed decisions on either how to continue forward, how to pivot, or start over if necessary.

To provide the structure to assist the student-teams (and instructors/coaches), the WVIBMC is focused on a several thresholds of development or achievement that the student-teams should meet or exceed. The framework is as follows:

1. Problem-Solution Fit (Minimum Threshold for Campus Qualifying Winner)
2. Customer-Solution Fit
3. Product-Market Fit (Minimum Threshold for WVIBMC Finals Participants)
4. Product-Channel Fit
5. Business Model Fit (Aspirational Threshold for WVIBMC Finals Participants)

For the campus qualifying events, the student-team that advances from each institution should meet or surpass the minimum threshold of achieving Problem-Solution Fit – a meaningful solution addressing a significant problem supported by evidence collected by the team. Between the campus qualifying events and the finals event, student-teams should quickly move toward Product-Market Fit – the proposed solution addresses a significant problem and will compete favorably against existing alternatives supported by evidence collected by the team. An aspirational goal is to have competitors approaching or achieving Business Model Fit – where evidence points to a likelihood of the proposed venture succeeding in the marketplace.

The judging rubric that follows is arranged consistent with the framework provided above, with items/prompts for the judges to consider at the campus qualifying level up through the finals event. And, by providing an insight into the judging criteria and emphasis, the student-teams (and instructors/mentors) better understand the importance for evidence collection through customer engagement and experimentation with customers to learn as much as possible about problems, proposed solutions, markets, and revenue opportunities.

NOTES TO JUDGES:

- judging should be technology agnostic (no reward for focusing on tech; no penalty for focusing on non-tech);
- judging should be domain agnostic (no reward for high-growth businesses; no penalty for lifestyle businesses)
- web-based (e.g., apps/e-comm) are easier to test than physical products or other domains, thus the number of pivots can be greater; neither reward nor penalize based on the number of pivots as a singular consideration (taken into consideration the domain of testing)
- while the visual and oral presentation are important, a presentation lacking evidence to support statements, conclusions, and/or decisions should not be rewarded over presentations that are not as polished but possess evidence and substance

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Team Name: _____ Judge: _____

- a. Is there evidence of a customer problem (pain)? Usually the problem (pain) is an unmet need – and the problem/pain can include emotional responses.

1	2	3	4	5
Poor Evidence	Fair Evidence	Ave. Evidence	Good Evidence	Exceptional Evidence

Comments / Notes / Feedback / Suggestions:

- b. Has/have the customer segment(s) been clearly identified?

1	2	3	4	5
Not At All	A Little	Somewhat	Mostly	Without Question

Comments / Notes / Feedback / Suggestions:

- c. How big (significant) is the problem (pain) that is supported by evidence supplied by the team?

1	2	3	4	5
Buzzing Fly	Spider Bite	Cat Scratch	Dog Bite	Shark Bite

Comments / Notes / Feedback / Suggestions:

Point Total (a-c)

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d. Has the team demonstrated / offered evidence that the solution will actually work and provide value for the named customer segment(s)?

1	2	3	4	5
Not At All	A Little	Somewhat	Mostly	Without Question

Comments / Notes / Feedback / Suggestions:

e. Has the team demonstrated / offered evidence that the named customer segment(s) find the solution and its key benefits desirable?

1	2	3	4	5
No Desire	A Little Desirable	Somewhat Desirable	Mostly Desirable	Exceptional Desirability

Comments / Notes / Feedback / Suggestions:

f. How resistant is/are customers to switching from the existing alternatives to the proposed solution because of its key benefits? (e.g., getting folks to switch between Windows and Apple's OS or vice versa requires key benefit(s) as the motivation to switch from one to the other?)

1	2	3	4	5
Significant Resistance	Some Resistance	A Little Resistance	Weak Resistance	No Resistance

Comments / Notes / Feedback / Suggestions:

Point Total (d-f)

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- g. Is there evidence that the solution is validated by customers (e.g., evidence of wanting to learn more through info/email/tutorial/promotion; orders)?

1 2 3 4 5
No Evidence Little Evidence Fair Evidence Good Evidence Exceptional Evidence

Comments / Notes / Feedback / Suggestions:

- h. Did the team demonstrate it learned and made decisions based on information / data collected through interaction/interviews with customers?

1 2 3 4 5
No Evidence Fair Evidence Good Evidence Strong Evidence Exceptional Evidence

Comments / Notes / Feedback / Suggestions:

Point Total (g-h)

Final Point Total (a-h)

/40

Comments / Notes / Feedback / Suggestions: