

Assessment of Your Idea Challenge Project

You will be assessed as follows for this assignment:

Component	Percentage	Your grade
Your skills with the collaborative medium *	10 %	
Your idea *	35 %	
Your business model *	35 %	
Your 60-second pitch (see separate judging sheet)	20 %	
Total =		

* These components will be marked as outlined below.

Your idea

Category	Weight	Grade out of 10			
		0-2	3-5	6-8	9-10
Your idea	30 %	You have an idea but it is not very clearly described, your description is confusing, or it is not suitable	You provide little more than just a basic name, category, summary sentence and description of a potentially good idea	The idea is clearly well-defined; your submission is well written; the reader wants to learn more; the idea is plausible and realistic	Your idea is strikingly clear and insightful; it represents a significant opportunity; the reader feels he/she just <i>must</i> read on to learn more
Problem addressed and who your idea will be helping	30 %	You have written very little of relevance about the problem; or the problem is not really significant	Your stated problem is reasonable but the link between the idea and the problem is not clear	You present a significant and relevant problem; it is clear who is being helped; your writing is clear	The problem is significant; the link is very clear between the problem and your idea; it is clear who will be helped; your writing style is excellent
Getting your idea off the ground	20 %	It is not clear how you will make your idea a reality	You address what is needed to implement, but miss some critical elements	You present a strong plan for making your idea a reality	Your plan for getting it off the ground is succinct, well-thought out, and realistic
Outcome and measurement	20 %	You appear unclear on the best possible outcome of your idea	You define an outcome but do not provide a suitable way to measure it	Your optimal outcome and way of measuring it are clear and reasonable	Your outcome and measurement are supported by your business model (next page)

Your business model

Category	Weight	Grade out of 10			
		0-2	3-5	6-8	9-10
Customer	25 %	The customer is not defined or is incorrectly chosen	A customer is chosen but not clearly defined; or is not best suited for the proposed venture and idea	The customer is clearly identified; a homogeneous segmentation is provided; will support the venture	The customer is clearly very motivated to make your venture a success thereby who you intend to help
Value proposition	25 %	The proposition is not included or not presented clearly, e.g. as a value curve	The proposition misses something or could be strengthened	The value proposition is clear, doesn't miss anything and supports your case	The proposition is very compelling for the customer
Economic offering(s)	25 %	Offering(s) are missing, not clear or are insufficiently described	You name one or more offerings (e.g. good, service or experience), but it is not clear how they support your business; or your description of each offering is not clear	There is strong alignment between the offering(s), the customer and the value proposition; the venture makes sense as a way to implement your idea	It is obvious that the customer will value the offering(s), e.g. enough to part with their money or time, in turn helping who you intend to help
Narrative and numbers tests	15 %	No evidence is provided that your carried out the two tests of a business model	The tests are addressed but with little depth or helpful content	Strong evidence is provided of having carried out the two tests; the results support your model	Evidence is provided for how the business model was improved by your testing
Strategic issues	10 %	This category will be assessed based on the list of the strategic issues you identified – does the reader believe you've identified and thought through solving issues that will arise when the rubber hits the road on your business?			

Your skills with the collaborative medium

Category	Grade out of 10			
	0-2	3-5	6-8	9-10
Your skills with the collaborative medium	Did not submit to me using Google Knol			Worked independently to submit to me as requested; no snags; smoothly done