



F13 – LEAN CANVAS MODEL EVALUATION FORM

STUDENT NAME		STUDENT ID	
PROGRAM			
PROJECT TITLE			

Assessment Criteria	Weight (W)	Score (s) [1-10] (refer to F13 rubric)	Marks (W*s)
1. Problem	2		
2. Solution	1		
3. Key Metrics	1		
4. Unique Value Proposition	1		
5. Unfair Advantage	1		
6. Channels	1		
7. Customer Segments	1		
8. Cost Structure	1		
9. Revenue Streams	1		
TOTAL			

Name of Lecturer:	Date:
Signature:	



F13 – RUBRIC LEAN CANVAS MODEL EVALUATION

Assessment Criteria	Excellent (8-10)	Good (6-7)	Satisfactory (5)	Poor (1-4)
Problem	The key stakeholder's problem is vividly described	The key stakeholder's problem is well described	The key stakeholder's problem is not clearly described	The key stakeholder's problem is confusing/too vague
Solution	Clear description on how the solution features would address stakeholder's problem with very realistic connection of solution to problem	Brief description on how the solution features would address stakeholder's problem with some valid connection of solution to problem	Very brief description of solution features and unclear connection of solution to problem	Missing helpful and description and unrealistic connection of solution features to problem
Key Metrics	Means of monitoring solution performance is very detailed and convincing as it includes all three elements of metrics (usability testing, competitor tracking and market performance monitoring)	Means of monitoring solution performance has good detail and it includes at least two of three elements of metrics (usability testing, competitor tracking and market performance monitoring)	Means of monitoring solution performance is briefly described. The key metrics is vaguely described and does not appear convincing	Means of monitoring solution performance is not valid/convincing
Unique Value Proposition	Value proposition is highly relevant and specific (description how solution present benefit to stakeholders) as well as very convincing statement on why stakeholders would choose the solution over others	Value proposition is clear (description how solution present benefit to stakeholders) as well as some convincing statement on why stakeholders would choose the solution over others	Value proposition is somewhat relevant and brief (description how solution present benefit to stakeholders) with some statement on why stakeholders would choose the solution over others	Value proposition (description how solution present benefit to stakeholders) and statement on why stakeholders would choose the solution over others is vague and confusing
Unfair Advantage	Very detailed and persuasive statement on why solution would be worthwhile to invest in	A clear statement on why solution would be worthwhile to invest in	Brief and somewhat unclear statement on why solution would be worthwhile to invest in	Confusing and non-convincing statement on why solution would be worthwhile to invest in

Channels	Very detailed and realistic channel of choice which is highly suitable to the stakeholders and means of delivering the solution	Clear channel of choice with some may not be suitable to the stakeholders and means of delivering the solution	Most channel of choice may not be suitable to the stakeholders and means of delivering the solution	Unrealistic channel of choice with most not being suitable to the stakeholders and means of delivering the solution
Customer Segments	Stakeholder segment is exceptionally clear with convincing listing on potential future segments (highly relevant to solution)	Stakeholder segment is clear with potential future segments somewhat relevant to solution	Stakeholder segment is somewhat clear. Potential future segments is rather unrealistic	Stakeholder segment is vague/not realistic. Potential future segment is highly irrelevant
Cost Structure	Exceptionally clear and sensible structure on all operational costs in converting the solution into a startup (i.e. costing on production, marketing, testing, customer retention, etc)	Clear and some sensible structure on all operational costs in converting the solution into a startup (i.e. costing on production, marketing, testing, customer retention, etc)	Some critical cost structure is missing but appears somewhat in converting the solution into a startup (i.e. costing on production, marketing, testing, customer retention, etc)	Many critical cost structure is missing and unrealistic plan in converting the solution into a startup (i.e. costing on production, marketing, testing, customer retention, etc)
Revenue Streams	Exceptionally clear and sensible plan in gaining customer traction to purchase solution and in maintaining profit	Clear and somewhat sensible plan in gaining customer traction to purchase solution and in maintaining profit	Somewhat unconvincing plan in gaining customer traction to purchase solution and in maintaining profit	Unrealistic plan in gaining customer traction to purchase solution and in maintaining profit