**ProofScore Rubric – Aligned to ProofVault & ProofTags** *Branding: East Emblem + ProofSync | Framework: Proofscaling*

## **Purpose**

The ProofScore is the core metric used to track venture validation progress across five categories. It is calculated through a structured rubric aligned with ProofVault sections and ProofTags. The final score reflects the founder's investor readiness and execution capability.

## **Scoring Method**

* Each category is scored out of **20 points** (Total Score = 100)
* Subscores based on:
  + Completeness of ProofVault artefacts
  + Validation evidence quality
  + ProofTag milestones unlocked

### **🟩 1. Desirability (20 points)**

**Focus:** Problem, Persona, Demand

| **Score Range** | **Indicators** |
| --- | --- |
| 0–5 | Problem/opportunity unclear or generic; no customer interaction |
| 6–10 | Problem stated clearly; 1–2 interviews or persona draft completed |
| 11–15 | 3+ interviews conducted; validated pain points; persona confirmed |
| 16–20 | Consistent demand signals; ICP defined; ProofTags earned: *Problem Validated*, *Persona Confirmed*, *Demand Signal Detected* |

### **🟦 2. Feasibility (20 points)**

**Focus:** MVP, Build Plan, Solution Fit

| Score Range | Indicators |
| --- | --- |
| 0–5 | No MVP or unclear build path |
| 6–10 | MVP wireframe or product spec started; build plan loose |
| 11–15 | MVP uploaded to ProofVault; pilot feedback or test underway |
| 16–20 | Build path mapped; early usage data or validation; ProofTags earned: *MVP Functional*, *Solution Proven*, *Build Path Validated* |

### **🟧 3. Viability (20 points)**

**Focus:** Revenue Model, Pricing, GTM

| Score Range | Indicators |
| --- | --- |
| 0–5 | No monetisation logic or business model defined |
| 6–10 | Business model canvas drafted; pricing undefined |
| 11–15 | Pricing tested; GTM sketched; funnel logic evident |
| 16–20 | Validated GTM; pricing aligned to customer; CAC logic defined; ProofTags earned: *Revenue Model Proven*, *Pricing Confirmed*, *CAC Acceptable* |

### **🟨 4. Traction (20 points)**

**Focus:** Milestones, KPI Evidence, Market Signals

| Score Range | Indicators |
| --- | --- |
| 0–5 | No measurable traction or defined KPIs |
| 6–10 | KPIs identified; initial milestone set |
| 11–15 | Early traction shown; milestone evidence submitted |
| 16–20 | Growth curve mapped; multiple traction metrics validated; ProofTags earned: *Traction Validated*, *Channel Fit Detected*, *Momentum Detected* |

### **🟥 5. Readiness (20 points)**

**Focus:** Investor Presentation, Data Room Quality, Narrative Strength

| Score Range | Indicators |
| --- | --- |
| 0–5 | No pitch assets or poor narrative alignment |
| 6–10 | Draft deck and narrative in place; minor ProofVault completion |
| 11–15 | Core artefacts uploaded; investor-ready tone developing |
| 16–20 | Full ProofVault complete; final deck and financials uploaded; ProofTags earned: *Investor Ready*, *ProofScore Upgraded*, *Simulation Complete* |

## **ProofScore Summary Sheet (Scoring Output)**

| Category | Score (/20) | Notes |
| --- | --- | --- |
| Desirability |  |  |
| Feasibility |  |  |
| Viability |  |  |
| Traction |  |  |
| Readiness |  |  |
| **Total** | /100 |  |

*Optional: Include reviewer signature, date, and final recommendation: Go / Optimise / Pause.*