Xperience Competition Business Plan Rubric

Category	Evaluation Criteria	Score (1-5)	Weight	Weighted Score
1. Problem Identification & Market Analysis	- Is the problem of active shooter detection in schools clearly defined? - Is the stakeholder analysis (students, teachers, law enforcement) thorough? - Is the market research comprehensive, including identification of market size, price sensitivity of that market, and demand? - Is there clear competitor analysis?		x3	
2. Concept Overview	- How clearly does the team describe the overall concept of the solution? - How innovative is the solution compared to existing options? - How feasible is the solution for real-world implementation? - How scalable is the solution for broader application, such as into other sectors beyond K-12 schools?		x3	
3. Technical Execution Plan	**Technology Design:** - Is the technology needed to detect firearm-related events clearly described? - How feasible is the integration of building floor plan mapping tools to enhance first responder response times? **Notification Systems:** - Is the notification system for different user groups (students, teachers, law enforcement) clear? - Does the plan account for different notification needs for each group? **Verification and Compliance:** - Is there a plan for using secondary verification mechanisms to reduce false positives? - How well does the team address interoperability with existing systems?		x4	

Category	Evaluation Criteria	Score (1-5)	Weight	Weighted Score
4. Market Entry Strategy	- How well-defined is the marketing strategy for gaining traction in schools? - Does the team identify the target market and potential early adopters clearly? - How effective is the sales strategy for accelerating adoption (e.g., partnerships, pricing models)?		x3	
5. Business and Funding Strategy	- Is the proposed revenue model clear and realistic given market structure and competition with other companies? - Is the funding plan well thought-out with appropriate cost estimates? - Are the financial projections sustainable over at least a 5 year time frame?		x4	
6. Team Composition & Roles	- Are team roles and responsibilities clearly defined? - Does the team have the necessary expertise across technical, business, marketing and communication, fundraising, and educational areas? - How effective is the management and execution plan?		x2	
7. Document Quality	- Is the document well-organized, efficient, and clear? - Are visual aids (charts, graphs, mockups) used effectively? - Does the team potentially deserve any extra credit for creative presentation styles (video, etc.)?		x1	

Final Score Calculation

- **Total Score:** ___ / 100

Scoring Legend:

- **1 = Poor**: Little to no thought or planning in this area.
- **2 = Fair**: Basic understanding, but lacks depth or detail.
- **3 = Good**: Sufficient, but could benefit from further development.
- **4 = Very Good**: Well-developed with strong detail and thought.

- **5 = Excellent**: Comprehensive, detailed, and highly effective.

Instructions for Judges:
1. Score each criterion on a scale of **1 to 5**.
2. Multiply the score by the weight for each section to get the **Weighted Score**.
3. Add up the **Weighted Scores** for a final score out of 100.
4. Use the scoring legend to ensure consistent ratings across teams.