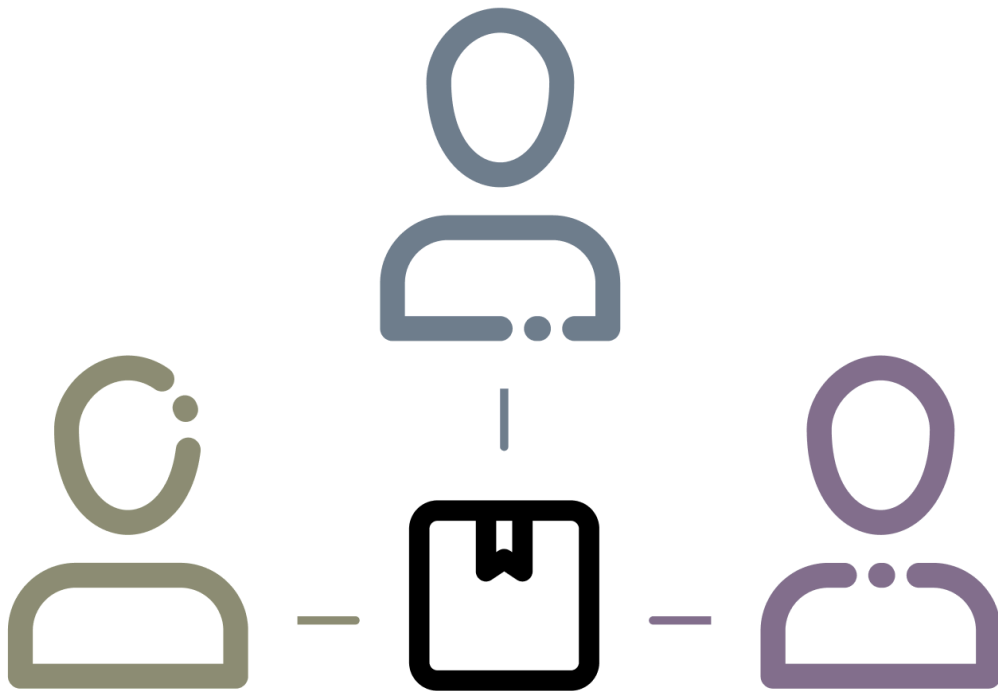


MS&E 165 | Company Product Innovation-- Final Presentation Rubric



1. Mission and Vision (10 points)

- **9-10 points:** Clearly reiterates the company's mission and vision, directly aligning them with the broader problems the company aims to solve. Highlights meaningful evolution based on project insights.
- **5-8 points:** Mission and vision are generally defined but lack specificity or clear alignment with the problems addressed. Evolution may be mentioned but not well-justified.
- **0-4 points:** Mission and vision are unclear, disconnected from the problems, or fail to reflect project evolution.

2. Target Customers and Needs (15 points)

- **13-15 points:** Provides a detailed and insightful analysis of user segments and their needs, demonstrating a deepened understanding over the course of the project.
- **7-12 points:** Describes user segments and needs but may lack depth or fail to show significant growth in understanding.
- **0-6 points:** User segments and needs are vague, poorly defined, or show minimal effort in analysis.

3. Problem Definition and Significance (15 points)

- **13-15 points:** Rearticulates the problem with clarity, emphasizing its significance and relevance. Supports claims with well-documented user research and insights.
- **7-12 points:** Describes the problem but may lack strong justification, depth, or clear connections to research findings.
- **0-6 points:** Problem definition is unclear, poorly justified, or unsupported by research.

4. Product and Solution (20 points)

- **17-20 points:** Presents a well-developed product with clear core features and a strong explanation of how it evolved from the MVP. Incorporates feedback and demonstrates its value to the target audience.
- **10-16 points:** Describes the product and its features but may lack clarity, a strong connection to feedback, or sufficient evidence of evolution from the MVP.

- **0-9 points:** Product is unclear, lacks core features, or does not demonstrate value or evolution.

5. Go-To-Market Strategy (10 points)

- **9-10 points:** Outlines a clear, actionable launch plan with well-defined channels, target metrics, and a strategy for measuring impact post-launch.
- **5-8 points:** Provides a launch plan but lacks detail, specificity, or a comprehensive approach to measuring impact.
- **0-4 points:** Go-to-market strategy is vague, incomplete, or poorly aligned with the product goals.

6. Business Impact (10 points)

- **9-10 points:** Explains the product's strategic value for the company, highlighting growth potential and alignment with the company's vision.
- **5-8 points:** Describes the business impact but lacks depth or a strong connection to the company's vision and goals.
- **0-4 points:** Fails to explain the business impact or align it with the company's vision.

7. Required Resources (5 points)

- **9-10 points:** Identifies the key resources needed for launch, including funding, tools, team roles, and partnerships, and explains how these will contribute to product success.
- **5-8 points:** Lists resources but lacks a thorough explanation of how they will support the product launch.
- **0-4 points:** Resources are unclear, incomplete, or not linked to product success.

8. Lessons Learned (5 points)

- **9-10 points:** Reflects thoughtfully on key takeaways, including lessons about product management, teamwork, and building user-focused products. Demonstrates deep insights gained through the process.
- **5-8 points:** Provides a reflection but lacks depth or focus on specific lessons learned.
- **0-4 points:** Reflection is vague, incomplete, or lacks meaningful insights.

9. Clarity and Presentation (10 points)

- **9-10 points:** Reflects thoughtfully on key takeaways, including lessons about product management, teamwork, and building user-focused products. Demonstrates deep insights gained through the process.
- **5-8 points:** Provides a reflection but lacks depth or focus on specific lessons learned.
- **0-4 points:** Reflection is vague, incomplete, or lacks meaningful insights.