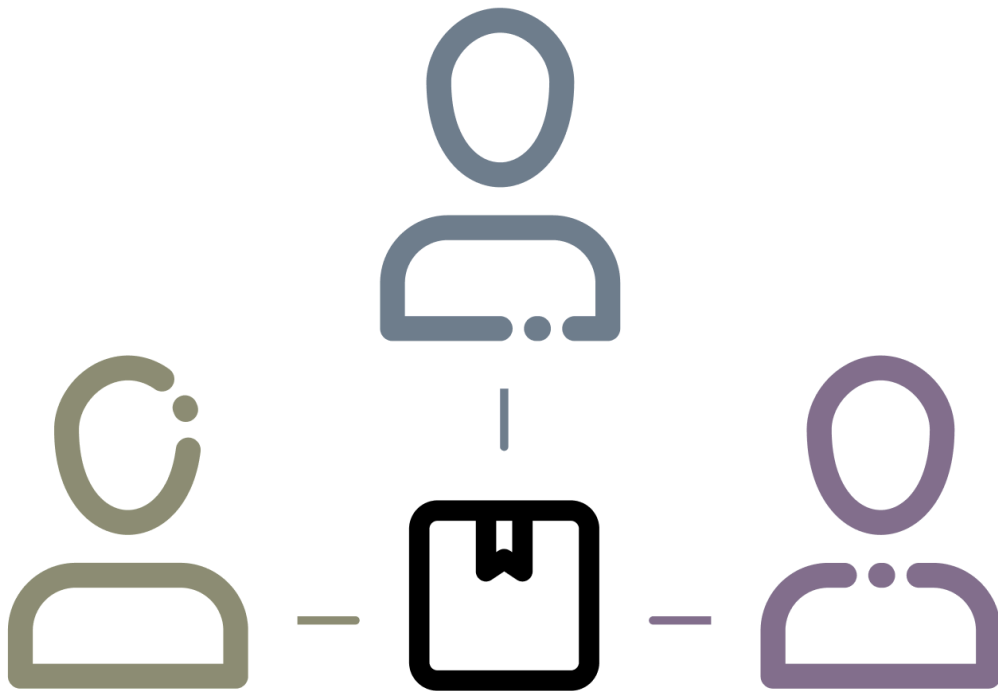


# MS&E 165 | Company Product Innovation-- MVP Presentation Rubric



### 1. Mission and Vision (10 points)

- **9-10 points:** Clearly articulates the company's mission and vision, directly tying them to the broader problems the company aims to solve.
- **5-8 points:** Mission and vision are generally defined but may lack specificity or connection to the identified problems.
- **0-4 points:** Mission and vision are unclear or fail to address the problems adequately.

### 2. Target Customers (15 points)

- **13-15 points:** Identifies user segments with clarity, including demographic and psychographic factors, and explains their needs/goals in detail.
- **7-12 points:** Provides a general description of target customers but lacks specificity or depth in defining their needs/goals.
- **0-6 points:** Target customer segments are vague, poorly defined, or not addressed.

### 3. Problem Definition and Research (15 points)

- **13-15 points:** Defines the problem clearly, justifies its significance, and incorporates findings from user research (e.g., quotes, survey results).
- **7-12 points:** Defines the problem with some clarity but may lack sufficient justification or supporting research.
- **0-6 points:** Problem definition is unclear, lacks justification, or does not include user research.

### 4. MVP and Value Proposition (20 points)

- **17-20 points:** Presents a clear, well-defined MVP that directly addresses the identified problem and generates significant value for the target audience.
- **10-16 points:** Describes an MVP that addresses the problem but may lack clarity or sufficient connection to the target audience's needs.
- **0-9 points:** MVP is unclear, poorly defined, or does not align with the problem or target audience.

### 5. Opportunity for the Company (10 points)

- **9-10 points:** Provides a strong, well-justified explanation of how the product creates value for both customers and the company.
- **5-8 points:** Explains the opportunity but with limited justification or weak alignment with the company's goals.
- **0-4 points:** Fails to explain the opportunity or how the product creates value for customers or the company.

#### 6. Plan Moving Forward (15 points)

- **13-15 points:** Clearly outlines a realistic, actionable plan to refine the product with the target user segment, including specific steps and timelines.
- **7-12 points:** Describes a plan for moving forward but lacks sufficient detail, specificity, or feasibility.
- **0-6 points:** Plan is unclear, incomplete, or not aligned with the target user segment or product goals.

#### 7. Clarity and Presentation (15 points)

- **13-15 points:** Presentation is clear, engaging, well-structured, and delivered effectively, with a strong command of the content.
- **7-12 points:** Presentation is mostly clear and structured but could benefit from improved engagement or delivery.
- **0-6 points:** Presentation lacks clarity, structure, or effective communication.