Venture Assessment - Milestone 1

You're at the first and important step of the evaluation process! Our learners eagerly await your feedback so they can improve on their venture activity. Please review the completed Practice Venture presentation thoroughly and evaluate it based on the parameters outlined in the evaluation rubric provided. Kindly provide detailed and constructive feedback for each parameter—this will help students understand their strengths, identify areas for improvement, and it will guide them for their next milestone. Thank you for your dedication to guiding and inspiring the learners!
*

1.
Problem/ Opportunity Statement

(missing) is missing

(ambiguous) is ambiguous and difficult to understand

(basic understanding) provides general idea of problem/ opportunity but lacks clear definition or specific detail

(well-defined) clearly defines & focuses on problem/ opportunity, but lacks in-depth specificity

(highly specific) highly specific & clearly defined problem/ opportunity, with no ambiguity

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*
2.
What is the one thing that the students need to do to improve their output on Problem/ Opportunity Statement?

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*
3.
Market Segmentation

(missing) no research conducted to identify primary or secondary customer segments

(limited) limited research conducted, primary and secondary customer segments are vaguely identified

(basic) some research conducted, primary and secondary customer segments identified but lack detail

(thorough) thorough research conducted, primary and secondary customer segments are clearly identified

(exceptional) extensive research, primary and secondary customer segments are detailed & well-defined

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*
4.
What is the one thing that the students need to do to improve their output on Market Segmentation?

5.
Customer Persona
      (poor) poorly crafted, lacking in detail or lacks reliability
      (basic) provides some level of understanding of the target market; lacks specific details
      (adequate) decent understanding of the target market; lacks specific details on customer demographics, behaviors, needs and jobs-to-be-done
      (good) good understanding of the target market, including specific details on customer demographics, behaviors, needs and jobs-to-be-done
      (excellent) highly detailed persona, providing a clear understanding of target market and customer demographics, behaviors, needs and jobs-to-be-done

6.
What is the one thing that the students need to do to improve their output on Customer Persona?

7.
Problem Validation
      (missing) no validation provided or the information given does not relate to identified problem
      (limited) minimal validation from potential users/ customers provided that supports the problem/ opportunity
      (incomplete) some validation provided from users/ customers to support the problem/ opportunity, but it is not fully convincing
      (comprehensive) clear and comprehensive validation from users/ customers provided to support the problem/ opportunity
      (extensive & convincing) validation from users/ customers is extensive and details; convincingly supports the problem/ opportunity statement

8.
What is the one thing that the students need to do to improve their output on Problem Validation?

9.
Solution Statement

(incomprehensible) difficult to understand; does not demonstrate how it addresses the identified customer pains, gains or needs

(partially coherent) somewhat demonstrates how it addresses identified customer pains, gains or needs, but lacks coherence or completeness

(basic clarity) demonstrates how it addresses identified customer pains, gains or needs to some extent

(effective) effectively demonstrates how it addresses identified customer pains, gains or needs

(innovative & effective) showcases an innovative approach, and effectively demonstrates how it addresses identified customer pains, gains or needs

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10.
What is the one thing that the students need to do to improve their output on Solution Statement?

Venture Assessment - Milestone 2

You're at the next important step of the evaluation process! Our learners eagerly await your feedback so they can improve on their venture activity. Please review the completed Practice Venture presentation thoroughly and evaluate it based on the parameters outlined in the evaluation rubric provided. Kindly provide detailed and constructive feedback for each parameter—this will help students understand their strengths, identify areas for improvement, and it will guide them for their next milestone. Thank you for your dedication to guiding and inspiring the learners!
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    (well-defined) clearly defines & focuses on problem/ opportunity, but lacks in-depth specificity
    (highly specific) highly specific & clearly defined problem/ opportunity, with no ambiguity

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*
2.
What is the one thing that the students need to do to improve their output on Problem/ Opportunity Statement?

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*
3.

Market Segmentation

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 (basic) some research conducted, primary and secondary customer segments identified but lack detail

 (thorough) thorough research conducted, primary and secondary customer segments are clearly identified

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---

*

4.

What is the one thing that the students need to do to improve their output on Market Segmentation?

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*

5.

Customer Persona

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*

6.

What is the one thing that the students need to do to improve their output on Customer Persona?

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*

7.

Problem Validation

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What is the one thing that the students need to do to improve their output on Problem Validation?

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*

10.
What is the one thing that the students need to do to improve their output on Solution Statement?

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*

11.
Solution Validation

(not validated) no identification of users/customers, prototype validation validation process not conducted

(minimal validation) users/customers identified & prototype demonstrations designed; little/ no evidence of conducted discussions (<5 prototype demonstrations)

(limited validation) users/customers identified, prototype demonstrations designed, limited validation information gathered (<10 prototype demonstrations), inconclusive feedback

(sufficient validation) users/customers identified, prototype demonstrations designed, clear validation information gathered (> 10 proto demonstrations), inconclusive feedback

(comprehensive validation) users/customers identified, prototype demonstrations designed, sufficient evidence to validate solution (> 10 prototype demonstrations), conclusive learning & feedback

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12.
What is the one thing that the students need to do to improve their output on Solution Validation?

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*

13.
Competition Analysis

(missing) is missing

(limited) provides just simple comparison table; lacks differentiating factors

(adequate) adequate analysis; does not highlight differentiating factors

(thorough) thorough analysis by considering both direct & indirect competitors; includes some differentiating factors

(comprehensive) comprehensive analysis; identifies strength and weakness of direct & indirect competitors; strong differentiating factors

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*

14.
What is the one thing that the students need to do to improve their output on Competition Analysis?

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*

15.
Unique Value Proposition

(undefined) is not clearly defined

(unclear solution) does not clearly highlight how to solve the problem (or the JTBD)

(basic solution) highlights how to solve the problem (or the JTBD), but does not demonstrate how it is better than other alternatives.

(differentiated solution) demonstrates how to solve the problem (or JTBD), and has some differentiation from existing alternatives

(clear differentiation) demonstrates clear differentiation from existing alternatives in solving the problem (or the JTBD)

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*

16.

What is the one thing that the students need to do to improve their output on Unique Value Proposition?

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*

17.

Market Size

(missing) no estimation of market size (TAM, SAM, SOM)

(limited) basic estimation of market size; lacks detailed analysis

(basic) decent understanding of market size; basic estimated provided, sources not cited

(well-supported) well-supported estimate of market size with detailed analysis (or assumptions), along with sources cited

(thorough & referenced) thorough estimate of market size with supporting references (or assumptions), along with sources cited

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*

18.

What is the one thing that the students need to do to improve their output on Market Size?

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*

19.

Revenue/ Pricing Models

(inadequate) revenue model and/or pricing strategy is not defined

(basic) basic revenue model and pricing strategy provided

(adequate) revenue model and pricing strategy broadly aligned to business goals

(detailed) detailed revenue model and pricing strategy well-aligned to business goals

(comprehensive) multiple revenue streams explored, comprehensive revenue model & pricing strategy with strong alignment to business goals

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20.

What is the one thing that the students need to do to improve their output on Revenue/ Pricing Models?

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*

21.

Lean Canvas

(missing) The lean canvas is poorly developed or incomplete, key elements are missing

(limited) The lean canvas is basic and lacks depth, only some elements are included, with minimal clarity or alignment with venture's goals

(adequate) The lean canvas covers most elements, and provides a broad representation of venture's business potential

(strong) The lean canvas is well-developed, clear and includes all key elements provides a clear representation of venture's business potential

(exceptional) The lean canvas is clear, comprehensive, and accurately represents the venture's business potential, with all elements well-integrated

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*
22.
What is the one thing that the students need to do to improve their output on Lean Canvas?

Venture Assessment - Milestone 3

Dear Faculty, You're at the final step of the evaluation process! Our learners eagerly await your feedback on their hard work. Please review the completed Practice Venture presentation thoroughly and evaluate it based on the parameters outlined in the evaluation rubric provided. Kindly provide detailed and constructive feedback for each parameter—this will help students understand their strengths, identify areas for improvement, and foster confidence in the fairness of your evaluation. Thank you for your dedication to guiding and inspiring the learners!
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Lean Canvas
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    (adequate) The lean canvas covers most elements, and provides a broad representation of venture's business potential
    (strong) The lean canvas is well-developed, clear and includes all key elements provides a clear representation of venture's business potential
    (exceptional) The lean canvas is clear, comprehensive, and accurately represents the venture's business potential, with all elements well-integrated

22.
What is the one thing that the students need to do to improve their output on Lean Canvas?

23.
GTM Approach
    (not defined) GTM channels (physical or digital) are not defined
    (basic) basic definition of GTM channels; lacks detailed strategies
    (clearly defined) clearly defined GTM channels with strategic thought
    (well-defined) well-defined GTM channels with detailed strategies for digital and physical outreach
    (comprehensive) comprehensive GTM approach with clear measurable strategies for digital and physical outreach

24.
What is the one thing that the students need to do to improve their output on GTM Approach?

25.
Sales Strategy
    (absent) no clear sales plan or strategy for conversions, retention & support

(basic) basic sales plan and minimal strategy for conversion, retention & support

(structured) structured sales plan and basic strategies for conversion, retention & support

(well-developed) well-developed sales plan and clear strategies for conversion, retention & support, along with planned actions

(comprehensive & aligned) well-developed sales plan with robust strategies for conversion, retention & support, including specific tactics for each phase

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26.
What is the one thing that the students need to do to improve their output on Sales Strategy?

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27.
Finance

(inadequate) no financial plan or plan missing most critical components (start up costs, 1-yr P&L with revenue, cost, profit margin)

(incomplete) partial financial plan with some critical components but lacking underlying assumptions

(basic) financial plan includes some critical components, assumptions not well-defined

(comprehensive but flawed) comprehensive financial plan covering all critical components; some assumptions are unclear, making alignment with business strategy less precise

(thorough & aligned) comprehensive financial plan with all critical components; assumptions are clear, compelling & aligned with business strategy

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28.
What is the one thing that the students need to do to improve their output on Finance?

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29.
Milestone Planning

(poor) no resource identification or planning; lack of clarity on future milestones

(basic) some resources identified with incomplete planning; limited clarity on future milestones

(adequate) most resources identified with a basic plan; general idea of future milestones

(detailed) all resources identified with a detailed plan; well-defined future mile stones

(comprehensive) comprehensive resource identification & planning; exceptional clarity on future milestones

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30.
What is the one thing that the students need to do to improve their output on Milest one Planning?

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31.
Skills & Team Alignment

(unprepared) lacks identification of necessary skills for next stage; no assessm ent of current skills or plans to address gaps

(basic awareness) some necessary skills identified, but unclear how current ski lls match; basic recognition of skill gaps without clear plan to address them

(adequate planning) clearly identified needed skills and assessed current skills ; acknowledges skill gaps with basic plan to address them

(detailed understanding) effectively matches current skills to project needs; pr ovides comprehensive strategy to fill skill gaps, incl. timelines & actions

(perfect alignment) skills perfectly match venture's needs for next milestone, detailed strategies set-up for filling skill gaps, ensuring seamless progression

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32.
What is the one thing that the students need to do to improve their output on Skills & Team Alignment?

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33.
Presentation Skills

(Poor) poor delivery, pacing and use of visual aids

(Basic) basic delivery and pacing, minimal use of visual aids

(Adequate) adequate delivery and pacing, effective use of visual aids

(Strong) engaging delivery and well-timed pacing, visual aids enhance present ation

(Exceptional) highly engaging delivery, perfect pacing, creative and effective use of visual aids

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34.

What is the one thing that the students need to do to improve their output on Prese
ntation Skills?

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35.

Engagement & Interaction

 (Poor) fails to engage the audience, struggles with questions

 (Basic) minimal storytelling, difficulty with questions

 (Adequate) reasonable storytelling, adequate responses to questions

 (Strong) effective storytelling, good responses to questions

 (Exceptional) exceptional storytelling, confidence and clear responses to
 questions

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36.

What is the one thing that the students need to do to improve their output on Engag
ement & Interaction?