# 2020-2021 Y-Prize Competition Rubric

<table>
<thead>
<tr>
<th>Team Name:</th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Area of Review Description</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Unsure</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

## MARKET OPPORTUNITY

- The team has clearly identified a need and described a product that satisfies the need.
- The team has identified and sized a readily addressable customer and market.
- The team has demonstrated support for the uniqueness of the proposition in filling the identified need through application of the technology.

Comments:

## SUSTAINABLE COMPETITIVE ADVANTAGE

- The team explained the value proposition and provided evidence that it is compelling.
- The team identified key benefits sought by customers and/or partners and explained the product advantages over alternative solutions.
- The team provided evidence that technology is sufficient to stand alone or the team identified additional elements to enable a full solution.

Comments:

## TECHNOLOGY

- The team demonstrated that the project is dependent on the Penn IP that was offered for this competition and that this same project could not be executed as well using technology available elsewhere.

Comments:

## TEAM & RESOURCES

- The team provided a summary of the requisite skill set required (near term, medium term, long term).
- The team discussed how the current team fulfills those needs.
- The team identified what resources will be required going forward.

Comments:

## EXECUTION PLAN

- The team provided a short summary business plan layout out of their proposed development strategy.
- The team explained the key next steps, activities/priorities, milestones, resources required, timeline to develop the plan into a commercial opportunity, & end goal

Comments:

## SUMMARY

- The team has stimulated my interest in this project and I would welcome more information.

Comments:

<table>
<thead>
<tr>
<th>Sub-Totals</th>
<th>Overall Score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>