# 2021-2022 Y-Prize Competition Rubric

Team Name: 

<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>
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<tbody>
<tr>
<td>MARKET OPPORTUNITY</td>
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<td>The team has clearly identified a need and described a product that satisfies the need.</td>
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<td>The team has identified and sized a readily addressable customer and market.</td>
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<td>The team has demonstrated support for the uniqueness of the proposition in filling the</td>
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<td>identified need through application of the technology.</td>
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<td>Comments:</td>
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<tr>
<td>SUSTAINABLE COMPETITIVE ADVANTAGE</td>
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<td>The team explained the value proposition and provided evidence that it is compelling.</td>
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<td>The team identified key benefits sought by customers and/or partners and explained the</td>
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<td>product advantages over alternative solutions.</td>
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<td>The team provided evidence that technology is sufficient to stand alone or the team</td>
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<td>identified additional elements to enable a full solution.</td>
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<td>Comments:</td>
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<tr>
<td>TECHNOLOGY</td>
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<td>The team demonstrated that the project is dependent on the Penn IP that was offered</td>
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<td>for this competition and that this same project could not be executed as well using</td>
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<td>technology available elsewhere.</td>
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<td>Comments:</td>
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<td>TEAM &amp; RESOURCES</td>
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<td>The team provided a summary of the requisite skill set required (near term, medium term,</td>
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<td>long term).</td>
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<td>The team discussed how the current team fulfills those needs.</td>
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<td>The team identified what resources will be required going forward.</td>
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<td>Comments:</td>
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<td>EXECUTION PLAN</td>
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<td>The team provided a short summary business plan layout out of their proposed development</td>
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<td>strategy.</td>
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<td>The team explained the key next steps, activities/priorities, milestones, resources</td>
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<td>required, timeline to develop the plan into a commercial opportunity, &amp; end goal.</td>
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<td>Comments:</td>
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<tr>
<td>SUMMARY</td>
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<td>The team has stimulated my interest in this project and I would welcome more information.</td>
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<td>Comments:</td>
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<td>Sub-Totals</td>
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<tr>
<td>Overall Score</td>
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