



## FINAL ASSESSMENT RUBRIC

## **LEAN CANVAS TASK**

Each business team is required to submit a Lean Canvas for their start-up business. Created by Ash Maurya and optimized for Startups, the Lean Canvas replaces elaborate business plans with a single one page business model.

Please also ensure you read the assessment criteria carefully.

## ASSESSMENT CRITERIA

<b>UN Global Goals Target</b> <i>Your business mission to support the UN Global Goal:</i>	<b>Market Segmentation</b> <i>Who will use your product? (Not everyone!)</i>	<b>Marketing</b> <i>Which channels will you use to get your product into your customer's hands?</i>
<b>Problem</b> <i>What problem is your business solving?</i>	<b>Competitors</b> <i>Who are your competitors? How will you differentiate your product or service from what is in existence in the market?</i>	<b>Cost Structure</b> <i>What will it cost to make your products? What are the fixed and variable costs of your business?</i>
<b>Solution</b> <i>How is your solution going to solve the problem?</i>		<b>Revenue</b> <i>List your sources of revenue How will you make more money than you spend?</i>

	CRITERIA					
	4	3	2	1	0	POINTS
<b>UN Global Goals Target</b>	The business team has clearly outlined the UN Global Goals Target that is linked to their project and has demonstrated ample evidence on the Lean Canvas to show how their business plan is aimed to meet the chosen UN Global Goal.	The business team has clearly outlined the UN Global Goals Target that is linked to their project and has demonstrated sufficient evidence on the Lean Canvas to show how their business plan is aimed to meet the chosen UN Global Goal.	The business team has outlined the UN Global Goals Target that is somewhat linked to their project and has demonstrated some evidence on the Lean Canvas to show how their business plan is aimed to meet the chosen UN Global Goal.	The business team has outlined the UN Global Goals Target and has demonstrated limited evidence on the Lean Canvas to show how their business plan is aimed to meet the chosen UN Global Goal.	Not Shown	
<b>Problem</b>	The business team has clearly defined the problem that the business is aiming to solve and has demonstrated ample evidence of research into the problem including facts, as well as evidence of contact with stakeholders affected by the problem.	The business team has clearly defined the problem that the business is aiming to solve and has demonstrated sufficient evidence of research into the problem including basic facts, as well as some evidence of contact with stakeholders affected by the problem.	The business team has defined the problem that the business is aiming to solve and has demonstrated some evidence of research into the problem including basic facts, however evidence is lacking of contact made with stakeholders affected by the problem.	The business team has stated the problem that the business is aiming to solve, however evidence of research into the problem is lacking.	Not Shown	
<b>Solution</b>	The business team has clearly proposed an innovative solution that is aimed directly at solving the problem. There is ample evidence on the Lean Canvas to suggest that the solution is well considered and adds value to what is already in existence in the market.	The business team has clearly proposed a solution that is aimed at solving the problem. There is sufficient evidence on the Lean Canvas to suggest that the solutions is well considered and adds value to what is already in existence in the market.	The business team has proposed a solution that is aimed at solving the problem. There is some evidence on the Lean Canvas to suggest that the solution is well considered and adds value to what is already in existence in the market.	The business team has proposed a solution that lacks direct link to solving the problem. There is limited evidence on the Lean Canvas to suggest that the solution is well considered and adds value to what is already in existence in the market.	Not Shown	

	CRITERIA					
	4	3	2	1	0	POINTS
<b>Market Segmentation (Target Customers)</b>	The Lean Canvas demonstrates ample evidence of research into the business' customer base, with consideration given to categories of potential customers divided into groups based on interests, needs or locations.	The Lean Canvas demonstrates sufficient evidence of research into the business' customer base, with considerations given to categories of potential customers divided into groups based on interests, needs or locations.	The Lean Canvas demonstrates some evidence of research into the business' customer base, with some considerations given to categories of potential customers divided into groups based on interests, needs or locations.	The Lean Canvas demonstrates limited evidence of research into the business' customer base, without considerations given to categories of potential customers divided into groups based on interests, needs or locations.	Not Shown	
<b>Competitors</b>	The Lean Canvas demonstrates ample evidence of awareness of the competitors for the business and includes thorough explanation of how the business plans to differentiate its products or service.	The Lean Canvas demonstrates sufficient evidence of awareness of the competitors for the business and includes explanation of how the business plans to differentiate its products or service.	The Lena Canvas demonstrates some evidence of awareness of the competitors for the business and includes some explanation of how the business plans to differentiate its products or service.	The Lean Canvas demonstrates limited evidence of awareness of the competitors for the business and includes limited explanation of how the business plans to differentiate its products or service.	Not Shown	
<b>Marketing</b>	The Lean Canvas demonstrates ample evidence of considerations given to business marketing and the channels the business will use to get the product or service into the customers' hands.	The Lean Canvas demonstrates sufficient evidence of considerations given to business marketing and the channels the business will use to get the product or service into customers' hands.	The Lean Canvas demonstrates some evidence of considerations given to business marketing and the channels the business will use to get the product or service into the customers' hands	The Lean Canvas demonstrates limited evidence of considerations given to business marketing and the channels the business will use to get the product or service into the customers hands.	Not Shown	

	CRITERIA					
	4	3	2	1	0	POINTS
<b>Cost Structure</b>	The business team has demonstrated realistic and detailed projections of the cost structure of the business, in particular, how much it will cost to make the product, along with projections of the fixed and variable costs of the business	The business team has demonstrated realistic projects of the cost structure of the business, in particular, how much it will cost to make the product, along with some projections of the fixed and variable costs of the business.	The business team has demonstrated some projects of the cost structure of the business mainly focusing on how much it will cost to make the product.	The business team has demonstrated limited projects of the cost structure of the business and information regarding the costs of making the products are missing.	Not Shown	
<b>Revenue</b>	The Lean Canvas demonstrates ample evidence of considerations given to the sources of revenue for business and has clearly explained how the business projects to make more money than it spends.	The Lean Canvas demonstrates sufficient evidence of considerations given to the sources of revenue for business and has explained how the business projects to make more money than it spends.	The Lean Canvas demonstrates some evidence of considerations given to the sources of revenue for business and has briefly explained how the business projects to make more money than it spends.	The Lean Canvas demonstrates limited evidence of considerations given to the sources of revenue for business and explanation of how the business projects to make more money than it spends is lacking.	Not Shown	
					<b>Total</b>	<b>/32</b>

**Thank You**