

SDSU ZIP Launchpad Application Rubric

		Score	1-Minimal	2-Moderate	3-Good	4-Excellent
Quality of Idea	What makes this company worth potential investment?		Declining market / industry <\$1B market Low barrier to entry, highly competitive Risky R&D effort required	Steady market / industry \$1B-\$5B Market Low barrier to entry, few competitors Clear unaddressed gap in market	Growing market / industry \$5-50B Market Defensible barrier to entry, Few competitors Clear unaddressed gap in market	Rapidly growing market / industry \$50B+ Market Opportunity for intellectual property or other highly defensible assets Very little innovation in the industry, ripe for disruption
Problem: Questions 12-14	Why is this problem worth solving?		Small value problem Small number of people with problem Many functional alternatives exist Problem is declining / becoming irrelevant	Minor inconvenience that is easily overcome No inconvenience, but highly desirable improvement of life	People are losing time, money, sleep, health, etc. Clear pain point identified Clear lack of alternatives Quantifiable money / time wasted Understanding of person who experiences problem	Same as 3 plus: Solves societal issue such as sustainability, plastic, waste, inequalities Widespread / pervasive New and growing Well-defined customer
Competitive Understanding: questions 15-23	How does your solution compare to competitive options?		Incomplete response Primary competition is not mentioned or overlooked Minimal or indefensible differentiation	Incomplete competitive landscape For competitors included, identified differentiation from each competitor Minimal articulation of what makes your solution unique from each competitor	Description of all the options and alternatives available / used to solve this problem Good articulation of what makes your solution unique from each competitor	Same as 3 plus: Competition described with evidence Alternatives described with evidence Defensible barriers against competition and alternatives
Team: questions 24-26	Why are you the right team to do this?		Lack of industry knowledge, skills to solve problem, or clear passion No attachment to problem	Experience in industry of business idea Lack of skills to build solution	Show adequate industry knowledge / experience Compelling description of why you are the person / team to make this happen Show passion to solve the problem	Mutli disciplinary team of founders Builder included on team if required Founders are personally affected by the problem described