

AWESOMEVILLE

Assessment
Rubric

TEAM

TOWN

ASSESSED BY

DATE

CRITERION	1 EMPTY LOT NOT YET THERE	2 UNDER CONSTRUCTION ON THE WAY	3 OPEN FOR BUSINESS MEETS THE BAR	4 TOWN LANDMARK BEYOND THE BAR
1 Community Insight Does the idea come from this town, or could it be anywhere?	Idea could belong to any town. Town details are unused.	Mentions the town, but the idea does not depend on it.	Clearly built around the town's quirks and a real need there.	Turns a quirk others would treat as an obstacle into an advantage.
2 Customer & Problem Who is this for, and what are they struggling with?	Customer is "everyone." The problem is vague or unstated.	Names a broad group. Problem is stated but general.	Specific customer and a clearly defined problem they feel.	Customer is vivid and specific; the problem is evidenced from the town.
3 Value Proposition Why would someone choose this over a copycat, or over nothing?	Hard to tell what the business offers or why it matters.	The offer is clear; the reason to choose it is not.	States plainly what it does and why someone would choose it.	Sharp and memorable. Holds up against a copycat or doing nothing.
4 Business Thinking Does the money make sense, and is the Bylaw genuinely built in?	No sense of who pays. Bylaw ignored.	Revenue is mentioned. Bylaw applied loosely or bolted on.	Plausible revenue model. Bylaw is genuinely built into the idea.	Revenue, pricing and Bylaw reinforce each other; trade-offs considered.
5 Adaptability What did the Wildcard do to the plan?	Wildcard ignored, or the whole plan was abandoned.	A cosmetic change. The original problem got lost.	Adapts the business while still solving the same problem.	Uses the Wildcard to arrive at a stronger idea than before.
6 Pitch & Teamwork Was it clear, on time, and visibly shared?	One voice presents. Unclear, and well over or under time.	Covers the basics. Participation is uneven.	Clear pitch within time. Most members contribute.	Confident and well structured. The whole team visibly shares the work.

TOTAL / 24

STRONGEST MOVE

NEXT TIME

How did we do?

TEAM _____ TOWN _____

FILL IN THE CIRCLE THAT FITS — BE HONEST, NOT KIND

EMPTY LOT

UNDER
CONSTRUCTION

OPEN FOR
BUSINESS

TOWN LANDMARK

Our idea belongs to this town

Could you drop it into any other town without changing a thing?

☐☐☐☒

We know exactly who this is for

Can you picture one real person who needs it?

☐☐☐☒

We can say why someone would choose us

Over a copycat — or over doing nothing at all.

☐☐☐☒

The money side makes sense

Who pays, for what, and does our Bylaw actually fit in?

☐☐☐☒

We adapted well to our Wildcard

Did the pivot keep solving the same problem?

☐☐☐☒

Everyone had a hand in it

Ideas, decisions and the pitch itself.

☐☐☐☒

PROUDEST OF

The one part of this we would show anyone.

WITH ONE MORE WEEK

What would you build, test or fix first?

OUR AHA!

What do you know now that you did not know an hour ago?