

### F13 – RUBRIC LEAN CANVAS MODEL EVALUATION

Assessment Criteria	Excellent (8-10)	Good (6-7)	Satisfactory (5)	Poor (1-4)
<b>Problem</b>	The key stakeholder's problem is vividly described	The key stakeholder's problem is well described	The key stakeholder's problem is not clearly described	The key stakeholder's problem is confusing/too vague
<b>Solution</b>	Clear description on how the solution features would address stakeholder's problem with very realistic connection of solution to problem	Brief description on how the solution features would address stakeholder's problem with some valid connection of solution to problem	Very brief description of solution features and unclear connection of solution to problem	Missing helpful description and unrealistic connection of solution features to problem
<b>Key Metrics</b>	Means of monitoring solution performance is very detailed and convincing as it includes all three elements of metrics (usability testing, competitor tracking and market performance monitoring)	Means of monitoring solution performance has good detail and it includes at least two of three elements of metrics (usability testing, competitor tracking and market performance monitoring)	Means of monitoring solution performance is briefly described. The key metrics is vaguely described and does not appear convincing	Means of monitoring solution performance is not valid/convincing
<b>Unique Value Proposition</b>	Value proposition is highly relevant and specific (description how solution present benefit to stakeholders) as well as very convincing statement on why stakeholders would choose the solution over others	Value proposition is clear (description how solution present benefit to stakeholders) as well as some convincing statement on why stakeholders would choose the solution over others	Value proposition is somewhat relevant and brief (description how solution present benefit to stakeholders) with some statement on why stakeholders would choose the solution over others	Value proposition (description how solution present benefit to stakeholders) and statement on why stakeholders would choose the solution over others is vague and confusing
<b>Unfair Advantage</b>	Very detailed and persuasive statement on why solution would be worthwhile to invest in	A clear statement on why solution would be worthwhile to invest in	Brief and somewhat unclear statement on why solution would be worthwhile to invest in	Confusing and non-convincing statement on why solution would be worthwhile to invest in

<b>Channels</b>	Very detailed and realistic channel of choice which is highly suitable to the stakeholders and means of delivering the solution	Clear channel of choice with some may not be suitable to the stakeholders and means of delivering the solution	Most channel of choice may not be suitable to the stakeholders and means of delivering the solution	Unrealistic channel of choice with most not being suitable to the stakeholders and means of delivering the solution
<b>Customer Segments</b>	Stakeholder segment is exceptionally clear with convincing listing on potential future segments (highly relevant to solution)	Stakeholder segment is clear with potential future segments somewhat relevant to solution	Stakeholder segment is somewhat clear. Potential future segments is rather unrealistic	Stakeholder segment is vague/not realistic. Potential future segment is highly irrelevant
<b>Cost Structure</b>	Exceptionally clear and sensible structure on all operational costs in converting the solution into a startup (i.e. costing on production, marketing, testing, customer retention, etc)	Clear and some sensible structure on all operational costs in converting the solution into a startup (i.e. costing on production, marketing, testing, customer retention, etc)	Some critical cost structure is missing but appears somewhat in converting the solution into a startup (i.e. costing on production, marketing, testing, customer retention, etc)	Many critical cost structure is missing and unrealistic plan in converting the solution into a startup (i.e. costing on production, marketing, testing, customer retention, etc)
<b>Revenue Streams</b>	Exceptionally clear and sensible plan in gaining customer traction to purchase solution and in maintaining profit	Clear and somewhat sensible plan in gaining customer traction to purchase solution and in maintaining profit	Somewhat unconvincing plan in gaining customer traction to purchase solution and in maintaining profit	Unrealistic plan in gaining customer traction to purchase solution and in maintaining profit

THIS PAGE HAS BEEN LEFT INTENTIONALLY BLANK

Draft Oct 2021