Round 2, ESTEAM Business Canvas Rubric

Criteria:	1 – Worst	2	3	4	5 – Best
Completion: Are all components of the ESTEAM Business Canvas completed? (1-no, 5-yes)					
Professionalism: Is the Canvas free of grammar and spelling errors? (1-no, 5-yes)					
Customer: Does the Canvas identify a **specific** customer/target market based on an identified demographic? (Ideas should not be marketed to everyone.)					
Problem: Does the Canvas identify a clear problem that is **directly applicable** to their identified customer?					
Solution: Does the Canvas clearly describe their solution? This should include **what** the solution is (i.e., a website, a service, etc.) and how it is applied to solve the customer's problem.					
Competition: How does the customer currently solve their problem? The Canvas should identify a **minimum of one competitor**. It can be an alternative or a direct competitor. (Every idea has some type of competition.)					
Unique Selling Proposition: Does the Canvas clearly describe how the proposed solution is **better than** the competition? (Hint: We recommend not differentiating by price alone.)					
Message/Marketing: Does the Canvas clearly identify its marketing channels? Do they make sense for the proposed target market? (Hint: Social media isn't always the best solution.)					

Distribution: Does the Canvas include a logical distribution strategy? Does it clearly describe where and how customers will access the product/service?					
Revenue: Does the Canvas describe a logical revenue strategy (i.e., direct sales, loyalty programs, subscription, freemium, etc.)? Do they include projected prices for their product/service?					
Startup Costs: Does the Canvas include reasonable costs to get the business off the ground? (i.e., marketing, product development, equipment, etc.) Have they demonstrated logical reasoning in their projections and considered low-cost ways to launch? (i.e., a food truck over a storefront).					
Operational Costs: Does the Canvas account for reasonable ongoing costs once the business is open? (i.e., continued inventory, marketing, personnel, etc.)					
Innovative: How creative or innovative is the idea? (Is this a novel idea or an existing idea applied in a creative way within their community?)					
Viable: In your opinion, how viable is the idea?					