



15390 Entrepreneurship for Computer Science

Business Model & Pricing Evaluation Rubric

Evaluator:

General Information

Team Name:

Team Members:

Business Model and Pricing Framework

	1	2	3	4	5
Was the reasoning behind choosing the business model explained?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Were the channels of the business model clearly specified?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team develop a mathematical model that fully captures all the channels of their business model?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team have valid assumptions to conduct projections for 7 years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team conduct projections for 7 years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team conduct several sensitivity analyses to understand further how revenue will look like if different parameters in their mathematical model are varied?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team come up with pricing point(s) for their product and justify their choice(s)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Comments: