



15390 Entrepreneurship for Computer Science

Market Research Evaluation Rubric

Evaluator:

General Information

Team Name:

Team Members:

Market Research Evaluation

	1	2	3	4	5
Was the team much clearer on their proposed solution compared to their earlier presentation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team conduct a comprehensive secondary market research (i.e., did they read enough related literature and demonstrate adequate understanding of the domain that they are getting into)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team identify clearly their target customers and study their major characteristics?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team conduct a comprehensive primary market research (i.e., did they talk directly to potential customers and run a well-designed survey)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team analyze their market research findings and provide useful insights and statistics?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team demonstrate enough understanding about their competitors and existing related solutions (if any)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was the team clear about their target market size?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did the team answer all the questions clearly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Comments: