

Fall 2015 Roo Idea Jump – Submission Guidelines/Judging Criteria

Maximum of 11 single-spaced pages:

Cover (1 page), Executive Summary (1 page), Value Proposition (2 pages), Customer Segments/ Channels/Relationships (3 pages), Revenue Streams/Cost Structure (1.5 pages), Key Resources/ Activities/Partnerships (1.5 pages), Business Model Canvas Appendix (1 page)

Judging Criteria	Definition	Page Estimate	Max Points	Score
Value Proposition	<ol style="list-style-type: none"> 1. What problem/unfulfilled need exists for your customers? 2. How will your product/service provide a benefit or solve this problem? 3. Why is your product or service unique and/or novel? 4. Who are your primary competitors, and what specific gap in the marketplace is your product/service filling? 	2	20	
Customer Segments, Channels, & Relationships	<ol style="list-style-type: none"> 1. What is your primary customer segment, and what common needs, behaviors, or attributes do they share? <ul style="list-style-type: none"> • What channel phases (awareness, evaluation, purchase, delivery, after-sales) are most important to you and these customers? • What types of relationships will you establish with this customer segment? 2. Do you have other current/future customer segments above and beyond your primary segment? 3. What evidence do you have that customers are willing to purchase your product/service? 	3	30	
Revenue Streams & Cost Structure	<ol style="list-style-type: none"> 1. What is the unit cost to make your product/service, what is the unit selling price, and what is your rationale for this price? 2. Will you rely on one-time or repeat customer revenues? 3. How much do you project each revenue stream will contribute to overall revenues? 4. What are the most important costs involved with the business model? 5. How much start-up capital will be required, where will you get it, and how will this money be spent? 6. What is your time to break-even? 	1.5	15	
Key Resources, Activities, & Partnerships	<ol style="list-style-type: none"> 1. What key resources (physical, financial, intellectual, human) are necessary for your business model? 2. What are the most important actions (key activities) that you must take to operate successfully? 3. What partners and suppliers will you rely on to make the business work (e.g., strategic alliances, cooperation, joint ventures, buyer-supplier relationships)? 	1.5	15	
Quality of Written Submission	<ol style="list-style-type: none"> 1. How well does the written submission demonstrate professionalism, clarity, flow, grammar, etc.? 2. Is a completed business model canvas included as an appendix? 		10	
Overall Impact & Feasibility of Idea	How strong is the overall impact and feasibility of the idea?		10	