

## RUBRIC RABO ENTREPRENEUR AWARD

NAME:

Criterion	Low (1 point)	Average (2 points)	High (3 points)	Very high (4 points)
<b>Innovation (added value for the client)</b>	The product or service is <b>not</b> original and resembles existing solutions.	The product or service contains <b>innovative elements</b> .	The product or service is <b>innovative</b> but <b>not groundbreaking</b> .	The product or service is <b>innovative and groundbreaking</b> .
<b>Distinctiveness</b>	The product or service does not add value to the client and does <b>not</b> stand out.	The entrepreneur can name one valid reason why customers would choose the product or service, but there is <b>little or no differentiation</b> from other products/services.	The entrepreneur can name <b>one or two valid reasons</b> why customers would choose the product or service and it has <b>distinguishing factors</b> compared to other products/services.	The entrepreneur can name more than <b>two valid and distinguishing factors</b> why customers choose the product or service.
<b>Multiple value creation</b>	The entrepreneur has <b>not</b> or not yet thought about how the product or service creates economic, social, environmental, or cultural value.	A strategy has been developed in which the product or service creates economic, social, ecological, or cultural value— <b>one</b> of these values has been fleshed out.	A strategy has been developed in which the product or service creates economic, social, environmental, and/or cultural value— <b>two</b> of these values have been fleshed out.	A strategy has been developed in which the product or service creates economic, social, environmental, or cultural value— <b>more than two</b> of these values have been fleshed out.
<b>Financial feasibility</b>	The entrepreneur presents an <b>inconsistent picture</b> of the business's financial plan. It has <b>not been demonstrated</b> whether the business is <b>financially viable</b> .	The entrepreneur provides <b>insight</b> into the cost structure and revenue stream, but it is <b>not clear or there is doubt</b> whether the business is <b>financially viable</b> .	The entrepreneur provides a <b>concrete picture</b> of the required cash flows of the business and there is a <b>clear vision</b> or expectation that the business is <b>financially viable</b> .	The entrepreneur provides insight into the first draft of the <b>investment, financing, operating, and liquidity budgets</b> and there is a clear vision or expectation that the business is <b>financially viable</b> .
<b>Market feasibility</b>	The entrepreneur has <b>not</b> conducted research and/or has made inquiries within their circle of friends, family, or potential customers about the product or service market feasibility.	The entrepreneur has made inquiries <b>within their circle</b> of friends, family, or potential customers about the product or service market feasibility.	The entrepreneur has used <b>qualitative and/or quantitative research methods</b> to gather data on the intended product or service. This demonstrates that the product or service has proven to have <b>market viability</b> .	The entrepreneur has used <b>multiple qualitative and/or quantitative research methods</b> to gather data on the intended product or service. This demonstrates that the product or service has proven to have <b>market viability</b> .
<b>Scalability</b>	The entrepreneur has <b>not</b> thought, or not yet thought, of ways to upscale the product or service.	The entrepreneur <b>has thought</b> about how to upscale the product or service but has not yet developed a strategy.	The entrepreneur has <b>developed a strategy</b> to upscale the product or service but has given <b>little or no</b> consideration to potential challenges and opportunities.	The entrepreneur has <b>developed a strategy</b> to upscale the product or service in the <b>short term, taking into account</b> possible challenges and opportunities.
<b>Marketing &amp; Communications</b>	The entrepreneur can <b>specify</b> which marketing channels and resources are best suited to reach the target group and can effectively communicate the message.	The entrepreneur has <b>prepared a marketing and communication plan</b> that highlights the value proposition of the business idea and appeals to the target group.	The entrepreneur <b>makes use of marketing tools, either digital or otherwise</b> , to increase visibility and awareness appropriate to the target group.	The entrepreneur <b>makes use of marketing tools, either digital or otherwise</b> , to increase visibility and awareness that fits the target group. Moreover, the entrepreneur has given thought to <b>possible</b> marketing and communication <b>challenges</b> .

Points are added up. A maximum of 28 points can be obtained for the Rabo Entrepreneur Award.