

Student Startup Challenge 2025

Judges' Rubric

Judge Name(s):

Business/Team Name:

Business Concept:

Metric	Elements	Points (1-4)	Notes
Customer understanding	· Identifies and qualifies target market · Clearly articulates customer problem		
Product market fit	· Articulates value proposition & how it solves customer problem · Understands competitive landscape · Articulates differentiation and competitive advantage		
Business Model	· Revenue model · Marketing and/or Sales strategies · Fulfillment · Management team		
Financial Analysis	· Presents major startup costs · Presents 3 year revenue projections		
TOTAL SCORE			