

## 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>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.	The entrepreneur provides <b>insight</b> into the cost structure and revenue stream.	The entrepreneur provides a <b>concrete picture</b> of the required cash flows of the business.	The entrepreneur provides insight into the first draft of the <b>investment, financing, operating, and liquidity budgets</b> .
<b>Market feasibility</b>	The entrepreneur has <b>not</b> conducted research about the product or service market feasibility.	The entrepreneur has made inquiries <b>within their circle</b> 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.	The entrepreneur has used <b>multiple qualitative and/or quantitative research methods</b> to gather data on the intended product or service.
<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.	The entrepreneur has <b>developed a strategy</b> to upscale the product or service.	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 has not thought about which marketing channels and resources suits the best.	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.

Points are added up. A maximum of 24 points can be obtained for the Rabo Entrepreneur Award.