

Barter Black® Subscription Grant Scoring Rubric

This Scoring Rubric is designed to provide a fair, comprehensive, and objective evaluation of each applicant's pitch video. This rubric ensures that every applicant is assessed based on key aspects crucial to the success and potential impact of their business. The aim is to identify entrepreneurs who not only have a viable business idea but also demonstrate innovation, a clear understanding of their market, and the potential for growth and scalability.

Pitch Video Evaluation (100 Points Total)

SCORE

1. Introduction and Business Description (0-20 Points)

Assess clarity in introducing themselves and the business.

Evaluate effectiveness in describing the business and its unique value proposition.

2. Problem Identification (0-20 Points)

Review clarity in identifying the problem or need addressed by the business.

Consider understanding of the market and target audience.

3. Solution and Innovation (0-20 Points)

Judge the articulation of the solution to the identified problem.

Evaluate the creativity and innovativeness of the solution.

4. Target Customer Identification (0-20 Points)

Assess effectiveness in identifying and describing the target customer or market segment.

Evaluate insight into customer needs and how the business meets them.

5. Scalability (0-15 Points)

Evaluate the scalability potential of the business model.

Consider how well the business is positioned for growth.

6. Use of Grant (0-5 Points)

Assess how well the applicant details the specific subscriptions they plan to use the grant for.

Evaluate how these subscriptions will support their business.

TOTAL

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