

Rock Accelerator Evaluation Rubric

Ideal teams have completed the customer discovery process with extensive interviews and observations. All journey mapping should be complete, and a target persona should be developed. Competitive analysis should be completed, and initial solution development identified.

	1	2	3	4	5
	Weak/ Undefined				Strong
Team (Founder/Market Fit): 35% (stage 2- 30%)	1	2	3	4	5
<p>Cofounders have significant personal or professional experience with the current problem and demonstrate a strong passion for creating a unique solution to the problem.</p> <p>Solution origination (Aha moment!) clearly articulated and inspires a shared vision.</p> <p>Founders have prior startup or technical experience and co-founders have complementary skill sets vs. overlapping skills sets.</p>					
Customer Discovery (30%) (stage 2- 30%)	1	2	3	4	5
<p>Team has completed a rigorous customer discovery process with extensive customer interviews (50+), observations. The target market been clearly identified and is sufficiently large. The following has been completed:</p> <ul style="list-style-type: none"> Detailed Customer persona Current approaches to solving the problem have been delineated. Journey map (decision and purchase process, switching costs) are described 					

Solution: (30%) (stage 2- 30%)	1	2	3	4	5
<p>Solution to be tested has key elements that are clearly defined, and the solution is unique and has sustainable differentiation and defensibility. Why now has been answered.</p> <p>Prototypes for testing solution have been developed and testing is underway.</p> <p>KPI's for determining success/failure are clearly outlined for each stage of testing</p>					

Business Model and GTM 5% (stage 2- 10%)	1	2	3	4	5
<p>Business model assumptions and KPI's have been developed and supported by willingness to pay research and initial GTM plans have been delineated and baseline KPIs have been established – CAC, LTV, Retention rates, pricing, etc.</p> <p>Demonstrates an understanding of current market economics and challenges to entry.</p>					