

Creative Business Award Rubric for Assessing Entries

Business:				
Uniqueness (How is it different than other products/services on the market?)	1 – Product/service is very common—can easily be obtained at many stores in town, or from another team in the competition	2 – Product/service is fairly common—can be obtained from other stores, or from nearby towns	3 – Product/service is fairly unique—can only be obtained from another company through great distance or effort by the customer	4 – Product/service is unique, or structured in a completely unique way
Does it inspire people?	1 – Business demonstrates little buy-in from customers, no interest beyond immediate sale	2 – Small group of friends family helped spread the message of the business	3 – Some customers, unaffiliated with the team, helped spread word of the business (ex. demonstrated by social media shares)	4 – Most customers were very interested in the business; people uninvolved with the Challenge were talking about this business
Does it fill unmet needs?	1 – Product/service is in similar category to inundated industries in the area	2 – Product/service similar to those of other local businesses, but offers something unique (delivery, customization, etc)	3 – Product/service in demand, few local businesses in same category	4 – Product/service meets need currently unserved in local community or in a way that easily distinguishes it from other businesses
Does the name of the business reflect what they sell? (Or is it a creative name?)	1 – Business not named	2 - Business name too similar to already existing businesses or lacks creativity (i.e. Oak Harbor Car Wash)	3 – Business name creative, but is confusing or unclear on what sort of business it is	4 – Business name is unique, clever, clearly communicates the product/service
Total:				