



DESAFÍO ASTI – TEAM LABS 2016/2017

RÚBRICA PARA EL SEGUIMIENTO, FEEDBACK Y EVALUACIÓN DEL PROYECTO

1	Market	Is the problem clearly described and quantified? Is the market properly characterised? Are channels to reach the market identified? Are market risks understood? How are market trends addressed? Is evidence of market need provided?
2	Technology	To what extent the proposed technological solution / value proposition addressed the customer problem? Is there evidence? Are technology risks understood? Is the technology mature enough? Are required technologies validations/ adaptations / integration properly identified?
3	Profitability	Is it clearly stated how to economically sustain and grow the business? Is there evidence that the business is a profitable one (income higher than costs)? Are profitability risks understood? Are maturation and production costs properly considered? Is there evidence of the price that the market is ready to pay?
4	Competitive advantage	Is the innovation providing a competitive advantage w.r.t competitors? Can it be sustained (e.g. through protecting technology)? Are risks related to competition understood? Is technology patented / protected to create entry barriers? How relevant is the competitive advantage?
5	Team	Are there the necessary competencies, capabilities and commitment level in the promoter team? Have they established the appropriate partnerships to develop the business? Are risks related to the team understood?
6	Work implementation	Are the identified priorities and roadmap milestones sound with respect to the risk mitigation/avoidance to create value? Is the work proposed coherent with the objectives?
7	Impact	To what extent the impact is achievable? What level of impact in terms of return of investment and economic value creation?