PRODUCT RUBRIC TEMPLATE

COMPLETED BY	DATE

PRODUCT 1 NAME; DESCRIPTION

PRODUCT 2 NAME; DESCRIPTION

PRODUCT 3 NAME; DESCRIPTION

RUBRIC	SCORE	SCORING SCALE	TOTAL
Product exceptionally addresses question / EXCEPTIONAL	4	EXCEPTIONAL	18 – 20
Product significantly addresses question / STRONG	3	STRONG	14 – 17
Product somewhat addresses question / NEUTRAL	2	NEUTRAL	10 – 13
Product minimally addresses question / INADEQUATE	1	INADEQUATE	0 – 9
Product does not address question at all / UNACCEPTABLE	0		

CRITERIA	PRODUCT 1	PRODUCT 2	PRODUCT 3
DOES THE PRODUCT SOLVE A PROBLEM?			
IS THERE A REAL, MARKETABLE NEED THAT PEOPLE WOULD WILLINGLY PURCHASE?			
WILL EXECUTING / IMPLEMENTING THE IDEA BE SIMPLE OR COMPLEX? *Simple = Higher Score; Complex = Lower Score*			
DOES THE PRODUCT POSSESS MASS APPEAL / A WOW FACTOR?			
DOES THE PRODUCT PROVIDE A COMPETITIVE ADVANTAGE?			
TOTAL SCORES			

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