

BUSINESS VALIDATION REPORT

SET W10 · MON NOV 30

DUE W11 · MON DEC 7

20% OF FINAL GRADE

REALIZATION + PRESENTATION

Five pages, one per section, each carrying a fifth of the business half of this sheet. The criteria below are the Fall 2025 rubric v1.1, preserved: the same twenty-five criteria, same equal weighting, in the same order. What each one describes is what full marks looks like; the four levels behind it are the same sentence with less of it delivered. The one addition is a design half, because a validation report has a communication craft to it and the inherited sheet never assessed that.

STUDENT	SECTION	GRADE

LEVELS **4 EXCELLENT** **3 PROFICIENT** **2 DEVELOPING** **1 INSUFFICIENT**

DESIGN					MARKED BY CM · 15% OF THIS INSTRUMENT			
CRITERION (WEIGHT) + INDICATORS			LEVEL				NOTES	
COMMUNICATION			8%	1	2	3	4	
• The report is readable by someone who has not followed this venture: structure, signposting, and a summary that stands alone • Each section follows from the one before it rather than restating it • Claims are legible as claims: what is known, what is estimated, what is assumed				☐	☐	☐	☐	
VISUALIZATION & PRODUCTION			7%	1	2	3	4	
• Tables, charts and financial exhibits are readable and correctly labelled • The document is built from your own design system, like everything else you made • Data is shown where a number would be harder to read than a picture, and not otherwise				☐	☐	☐	☐	

BUSINESS		MARKED BY RS · 85% OF THIS INSTRUMENT				
CRITERION (WEIGHT) + INDICATORS		LEVEL				NOTES
BUSINESS MODEL VALIDATION STATUS 3.4%		1	2	3	4	
• All 5 elements (Customer Segment, Value Proposition, Customer Relationships, Revenue Streams, Key Resources) addressed with accurate classification and supporting evidence		☐	☐	☐	☐	
EVIDENCE QUALITY 3.4%		1	2	3	4	
• Evidence is specific, cited, and directly supports validation claims		☐	☐	☐	☐	
VALIDATION INSIGHTS 3.4%		1	2	3	4	
• Insights show genuine learning: concept changes, surprising behaviors, invalidated assumptions with pivots		☐	☐	☐	☐	
REMAINING HYPOTHESES 3.4%		1	2	3	4	
• Hypotheses clearly articulated with testing plans, timelines, and resource needs		☐	☐	☐	☐	

BUSINESS, CONTINUED		MARKED BY RS - 85% OF THIS INSTRUMENT				
CRITERION (WEIGHT) + INDICATORS	LEVEL	1	2	3	4	NOTES
EVIDENCE HANDLING 3.4% • Which model assumptions the agent supplied, and which ones you actually tested, with the validated, partially validated and hypothetical kept apart • Shows what was checked, and against what source • The correction is visible in the work itself, not only described		☐	☐	☐	☐	
TARGET CUSTOMER ANALYSIS 3.4% • Primary segment defined with market size estimate and validation evidence		☐	☐	☐	☐	
CUSTOMER ACQUISITION STRATEGY 3.4% • CAC estimates for 1+ channels with rationale		☐	☐	☐	☐	
VALUE PROPOSITION & POSITIONING 3.4% • Core value proposition with customer quote; competitive positioning and differentiators articulated		☐	☐	☐	☐	
MARKETING & SALES STRATEGY 3.4% • Pre-launch, launch, retention, and referral strategies specified		☐	☐	☐	☐	
LAUNCH PLAN 3.4% • Month 1, 3, 6 goals with measurable success metrics		☐	☐	☐	☐	
ROADMAP (6–18 MONTHS) 3.4% • 3 phases with team size and key hires (or justification if none)		☐	☐	☐	☐	
OPERATIONAL REQUIREMENTS 3.4% • Technology, supply chain, QC, and customer support addressed		☐	☐	☐	☐	
RESOURCE REQUIREMENTS 3.4% • Funding by phase, partnerships, and equipment/facilities identified		☐	☐	☐	☐	
RISK ASSESSMENT 3.4% • 3 risks (scaling, resource, market) identified with specific mitigations		☐	☐	☐	☐	
FEASIBILITY & COHERENCE 3.4% • Plan is realistic given stated resources and timeline		☐	☐	☐	☐	
UNIT ECONOMICS 3.4% • CAC, LTV, LTV:CAC ratio, and payback period with clear assumptions		☐	☐	☐	☐	
REVENUE MODEL VALIDATION 3.4% • Pricing strategy with evidence; break-even analysis		☐	☐	☐	☐	

BUSINESS, CONTINUED			MARKED BY RS · 85% OF THIS INSTRUMENT				
CRITERION (WEIGHT) + INDICATORS		LEVEL				NOTES	
REVENUE PROJECTIONS		3.4%	1	2	3	4	
• 3-tier projections (conservative/realistic/optimistic) with rationale			☐	☐	☐	☐	
COST STRUCTURE ANALYSIS		3.4%	1	2	3	4	
• Variable costs, fixed costs, gross margin, contribution margin specified			☐	☐	☐	☐	
CASH FLOW PROJECTIONS		3.4%	1	2	3	4	
• Burn rate, months to break-even, startup cash, funding statement complete			☐	☐	☐	☐	
INVESTMENT THESIS		3.4%	1	2	3	4	
• 5 elements: investability, market size, competitive advantage, execution, return potential			☐	☐	☐	☐	
CRITICAL SUCCESS FACTORS		3.4%	1	2	3	4	
• 4 factors: what must go right, key assumptions, essential resources, market conditions			☐	☐	☐	☐	
NEXT 90 DAYS ACTION PLAN		3.4%	1	2	3	4	
• Week 1-2, Month 1, Month 2, Month 3 with measurable actions			☐	☐	☐	☐	
LONG-TERM VISION (2–3 YEARS)		3.4%	1	2	3	4	
• Market position, revenue target, team size, exit strategy addressed			☐	☐	☐	☐	
STRATEGIC COHERENCE		3.4%	1	2	3	4	
• Recommendations follow logically from validation evidence and financial model			☐	☐	☐	☐	

REQUIRED TO PASS, NOT SCORED

Conditions, not criteria. The appendix is assessed inside the criteria above rather than separately weighted, but its absence is a condition.

- ☐ AI Use Statement attached
- ☐ Sources section with citations and URLs
- ☐ Interview evidence or links included
- ☐ Supporting graphs and charts present where a claim depends on them

SUMMARY FEEDBACK

The claim in this report least supported by the evidence behind it.