

PROJECT PROPOSAL

SET W04 · MON OCT 5

DUE W05 · MON OCT 19

10% OF FINAL GRADE

RESEARCH + DISCOVERY

A completion check, not a criterion rubric. This is the Problem/Opportunity Validation Report under its 2026 name, and the inherited brief carries an evidence floor: five or more interviews, three or more market-size data points, two or more current-solution costs, one or more LTV estimate. That floor is the tick list. The band is whether the evidence behind it is real.

STUDENT

SECTION

GRADE

DESIGN

MARKED BY CM · 40% OF THIS INSTRUMENT

Tick what is there, then band the section.

- | | |
|---|---|
| ☐ The problem is stated as a specific deficiency, not a general aspiration | ☐ The document is structured and navigable |
| ☐ A reader who was not in the room could act on it | ☐ What is proposed is scoped to the weeks actually remaining |

BAND THIS SECTION

- | | |
|---|---|
| ☐ 4 COMPLETE AND RIGOROUS | Everything asked for is there, and the work behind it is evidently real: sourced, specific, and connected to what you actually found. |
| ☐ 3 COMPLETE | Everything asked for is there and adequately done. The floor, cleared. |
| ☐ 2 PARTIAL | Substantially present but with real gaps: missing sections, unsupported claims, or work that stops at the first answer. |
| ☐ 1 INSUFFICIENT | Largely absent, or present in a form that cannot be assessed. |

WHAT DECIDED THE BAND

BUSINESS

MARKED BY RS · 60% OF THIS INSTRUMENT

Tick what is there, then band the section.

- | | |
|---|---|
| ☐ Five or more interviews, with evidence they happened | ☐ Jobs to be done articulated |
| ☐ Three or more market-size data points | ☐ Existing workarounds documented |
| ☐ Two or more current-solution costs | ☐ Willingness to pay addressed with something other than a guess |
| ☐ One or more lifetime-value estimate | |

BAND THIS SECTION

- ☐ **4 COMPLETE AND RIGOROUS** Everything asked for is there, and the work behind it is evidently real: sourced, specific, and connected to what you actually found.
- ☐ **3 COMPLETE** Everything asked for is there and adequately done. The floor, cleared.
- ☐ **2 PARTIAL** Substantially present but with real gaps: missing sections, unsupported claims, or work that stops at the first answer.
- ☐ **1 INSUFFICIENT** Largely absent, or present in a form that cannot be assessed.

WHAT DECIDED THE BAND

REQUIRED TO PASS, NOT SCORED

Conditions, not criteria.

- ☐ AI Use Statement attached
- ☐ Evidence appendix included

SUMMARY FEEDBACK

The one thing to fix before the next deliverable depends on this.