

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.

YOUR NAME

SECTION

GRADE YOU'D GIVE YOURSELF

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

WHAT IS THINNEST HERE, AND WHY?

One sentence. Naming it is worth more than defending it.