

Poster #: \_\_\_\_\_

Reviewer Name: \_\_\_\_\_

### LEDA Outstanding Commercialization Poster Rubric

Thank you for serving as a commercialization reviewer! Please use the rubric and scoring column below to rate each presentation in your session. Each presenter should explain how their project has the potential for commercialization. Reviewers are asked to evaluate how effectively presenters make this claim—not the perceived merit of the claim.

Category	Rating Scale				Score
<b>Proposition Development</b> <i>How developed is the proposed product or service?</i>	<b>Beginning: 1-2</b> The project does not have a clearly defined product or service	<b>Developing: 3-5</b> The project presented a general outline of a product or service	<b>Proficient: 6-8</b> The project has a defined product or service with the potential for development	<b>Mastery: 9-10</b> The project has a well-defined product or service that could translate to a feasible prototype or business proposition	___/10
<b>Problem-Solution Fit</b> <i>How effectively does the project address a specific problem or need?</i>	<b>Beginning: 1-2</b> The project does not effectively address a specific problem or need in the market	<b>Developing: 3-5</b> The project identifies a problem, but the proposed solution lacks a strong fit or clear advantage over existing solutions	<b>Proficient: 6-8</b> The project identifies a significant problem and presents a solution that shows promise in addressing it	<b>Mastery: 9-10</b> The project identifies a pressing problem and presents a well-designed solution that offers a clear and compelling advantage over existing alternatives	___/10
<b>Value Proposition</b> <i>How well did the presenter explain the project's benefit over existing solutions?</i>	<b>Beginning: 1-2</b> The value proposition is unclear or inadequately articulated	<b>Developing: 3-5</b> The value proposition is vague or not effectively communicated	<b>Proficient: 6-8</b> The value proposition is reasonably clear and highlights the unique value the project brings to potential customers	<b>Mastery: 9-10</b> The value proposition is crystal clear, emphasizing the project's distinct advantages and benefits for customers	___/10
<b>Presentation</b>	<i>Was the presenter enthusiastic and compelling with their presentation?</i>		<b>No</b> (0 points)	<b>Yes</b> (5 points)	___/5
<b>Accessibility</b>	<i>Did the presenter make their project accessible for a non-expert audience?</i>		<b>No</b> (0 points)	<b>Yes</b> (5 points)	___/5
<b>Market Identification</b>	<i>Did the presenter clearly identify a market?</i>		<b>No</b> (0 points)	<b>Yes</b> (5 points)	___/5
<b>Market Research</b>	<i>Is there evidence the presenter conducted market research?</i>		<b>No</b> (0 points)	<b>Yes</b> (5 points)	___/5
	<b>Total Score:</b>				___/50

Comments: