

NSIN Foundry 24-1 Team Evaluation Rubric

At the conclusion of the Foundry 24-1 cohort, teams will compete for \$50,000 in total cash prizes, which will be awarded as follows:

- First place: \$20,000
- Second place: \$10,000
- Third through sixth places: \$5,000

Teams must complete the Foundry 24-1 cohort in good standing to be eligible for a prize. The evaluation criteria will be as follows:

1. Problem-Solution Fit (30%):

- a. Has the team demonstrated evidence for a significant and clearly articulated need among its target customer(s)?
- b. How well does the proposed solution address this need?
- c. How disruptive is the potential of the proposed solution?

2. Market and Use Case Analysis (15%):

- a. How significant is the need in the market for the proposed product or service?
(Can be DoD, private, and public sector)
- b. How significant is the market opportunity? (Market size and trends)

3. Competitor Analysis (10%):

- a. How strong is the competitor analysis?
- b. How well does the team differentiate from competitors?

4. Team/Founder Aptitude (20%):

- a. What is the level of confidence that the team can execute their plan?
- b. Are the team's members' current skill sets well utilized?
- c. Has the team defined milestones to build out a team capable of successfully executing the plan?
- d. Has the team identified talent gaps and plans to address them?

5. Technology Plan (15%):

- a. Does the team have a viable plan to transform the technology into a minimal viable product (MVP)?
- b. How well is the future technical risk presented and addressed?

6. Go-to-Market Plan (10%):

- a. Has the team identified a clear pathway for bringing the product/service to market?
- b. Has the team identified future product users and buyers?
- c. Has the team identified viable funding sources?