








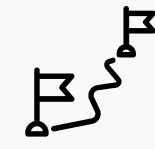

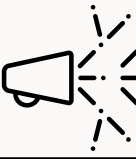


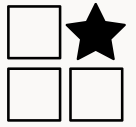
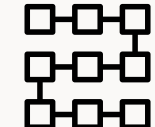
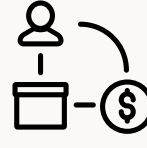

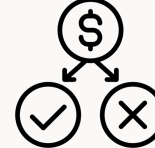


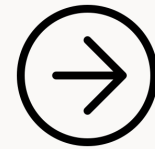


# The Venture Design Rubric

A customizable checklist for all the elements that make for a successful strategy

Act I - The Bottom-Up User Journey							Act II - The Top-Down Landscape							Act III - The Team & The Plan							Our Custom Criteria						
SN	LN	LY	SY				SN	LN	LY	SY				SN	LN	LY	SY				SN	LN	LY	SY			
	User	Is there a clear bottom-up user point of view?						Market	Is the market big enough to justify the ask for resources?						Team	Is this the right team to pull it off?						Title	Question?				
	Context	Is the targeted time/place/mode clear?						Trends	Do the trends make this space worth pursuing?						Key Risks & Next Steps	Are the key risks articulated and connected to the next steps?											
	Need + Insights	Is there a clear, deep user need? Are there unique insights?						Operations & Technology	Is there a clear operational model & feasible plan?						Point C	Is there a concrete next destination with clear next steps? Is there a sense of momentum?											
	Discovery Moment	Is there a key discovery moment to focus marketing?						Growth Hypothesis	Is there a believable engine for growth?						Metrics	Are there clear metrics for success?											
	Product / Experience	Does the product compellingly solve the user need?						Differentiation	Is this product uniquely differentiated from other user options?						Story	Is the storytelling concrete, emotional, and compelling?											
	Revenue Model	Is there a concrete way to make money?						Sustainable Competitive Advantage	Is there a strategy to defend it over time?						Decision	Would you say "yes" to the ask? Does your excitement outweigh your hesitations?											
	User Journey	Is the journey from no relationship to deep relationship illustrated?						Mission	Does this align with our core mission? Are you excited about the mission?						Next Step	What is the one thing they MUST do next above all else?											

SN = Strong No    LY = Lean Yes  
LN = Lean No    SY = Strong Yes

Team Name: \_\_\_\_\_

My Name: \_\_\_\_\_