






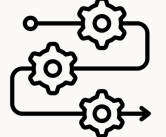
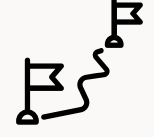

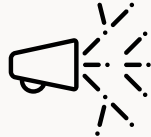


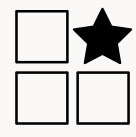
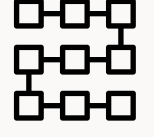
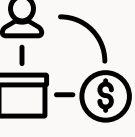
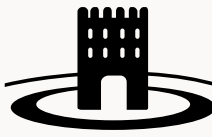
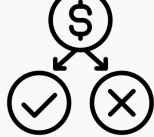





The Venture Design Rubric

A 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								
			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?				
	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 Adv.	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: _____