Ignite Venture Assessment - Milestone 1

Dear Faculty, You're at the first and important step of the evaluation process! Our learners eagerly await your feedback so they can improve on their venture activity. Please review the completed Practice Venture presentation thoroughly and evaluate it based on the parameters outlined in the evaluation rubric provided. Kindly provide detailed and constructive feedback for each parameter—this will help students understand their strengths, identify areas for improvement, and it will guide them for their next milestone. Thank you for your dedication to guiding and inspiring the learners!

*1.   Problem/ Opportunity Statement

○   (missing) is missing

○   (ambiguous) is ambiguous and difficult to understand

○   (basic understanding) provides general idea of problem/ opportunity but lacks clear definition or specific detail

○   (well-defined) clearly defines & focuses on problem/ opportunity, but lacks in-depth specificity

○   (highly specific) highly specific & clearly defined problem/ opportunity, with no ambiguity

*2.   What is the one thing that the students need to do to improve their output on Problem/ Opportunity Statement?

Please write your answer here.

*3. Market Segmentation

○ (missing) no research conducted to identify primary or secondary customer segments

○ (limited) limited research conducted, primary and secondary customer segments are vaguely identified

○ (basic) some research conducted, primary and secondary customer segments identified but lack detail

○ (thorough) thorough research conducted, primary and secondary customer segments are clearly identified

○ (exceptional) extensive research, primary and secondary customer segments are detailed & well-defined

*4. What is the one thing that the students need to do to improve their output on Market Segmentation?

Please write your answer here.

*5. Customer Persona

○ (poor) poorly crafted, lacking in detail or lacks reliability

○ (basic) provides some level of understanding of the target market; lacks specific details

○ (adequate) decent understanding of the target market; lacks specific details on customer demographics, behaviors, needs and jobs-to-be-done

○ (good) good understanding of the target market, including specific details on customer demographics, behaviors, needs and jobs-to-be-done

○ (excellent) highly detailed persona, providing a clear understanding of target market and customer demographics, behaviors, needs and jobs-to-be-done

*6. What is the one thing that the students need to do to improve their output on Customer Persona?

Please write your answer here.

*7. Problem Validation

○ (missing) no validation provided or the information given does not relate to identified problem

○ (limited) minimal validation from potential users/ customers provided that supports the problem/ opportunity

○ (incomplete) some validation provided from users/ customers to support the problem/ opportunity, but it is not fully convincing

○ (comprehensive) clear and comprehensive validation from users/ customers provided to support the problem/ opportunity

○ (extensive & convincing) validation from users/ customers is extensive and details; convincingly supports the problem/ opportunity statement

*8. What is the one thing that the students need to do to improve their output on Problem Validation?

Please write your answer here.

*9.   Solution Statement

○ (incomprehensible) difficult to understand; does not demonstrate how it addresses the identified customer pains, gains or needs

○ (partially coherent) somewhat demonstrates how it addresses identified customer pains, gains or needs, but lacks coherence or completeness

○ (basic clarity) demonstrates how it addresses identified customer pains, gains or needs to some extent

○ (effective) effectively demonstrates how it addresses identified customer pains, gains or needs

○ (innovative & effective) showcases an innovative approach, and effectively demonstrates how it addresses identified customer pains, gains or needs

*10.   What is the one thing that the students need to do to improve their output on Solution Statement?

Please write your answer here.

SUBMIT