



Team: _____

Total scores: _____

I. Clarity of the innovation (20)

1. Is this business a new combination (in form and/or content)? (/5 points)
2. Is it Non-Imitable? (/5 points)
3. Is it Non-Substitutable? (/5 points)
4. Is it persistent over time? (/5 points)

II. Significance of social impacts potentials (30)

1. Social problem (/20 points)
 - a. Prevalence (/5 points)
 - b. Relevance (/5 points)
 - c. Urgency (/5 points)
 - d. Accessibility (/5 points)
2. Stakeholders' support (/5 points)
3. Stakeholders' contribution (/5 points)

III. Demonstration of a high probability of success (50)

1. Customer segment (/5 points)
2. Value proposition (/5 points)
3. Customer relationship (/5 points)
4. Chanel (/5 points)
5. Key resources (/5 points)
6. Key activities (/5 points)
7. Partners (/5 points)
8. Costructure (/5 points)
9. Revenue (/5 points)
10. Cohesion among the business model elements (/5 points)