Judge's Scorecard

Problem Definition

The problem is clearly articulated and the problem verified with supporting evidence.	Excellent 5	4	3	2	Weak 1	The problem is partially defined with no supporting evidence

Value Proposition

The VP/course is well-aligned with Customer needs, pains and gains.	5	4	3	2	1	The VP/Course does not address Customer needs, pains or gains.
The course will prepare learners with the skills and capabilities required for the jobs, careers and industries of the future.	5	4	3	2	1	The course will not prepare learners with the skills and capabilities required for future jobs, careers or industries.
The curriculum design is innovative and attractive to staff and students	5	4	3	2	1	The curriculum design is not at all innovative (it is a 'me-too' proposition).

Customer Segments

There is PRODUCT-CUSTOMER fit	5	4	3	2	1	There is no PRODUCT-CUSTOMER fit

Costs & Revenue

There is substantial REVENUE potential	5	4	3	2	1	There is little or no REVENUE potential

Comments

FINAL SCORE

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