

## CUSTOMER FOCUS

- > The student(s) identified their customer segment(s).
- > The student(s) demonstrated that their value proposition solved a problem and/or met a need for each customer segment identified.
- > The student(s) identified how they are meeting the expectations of delivery for customer segment(s).
- > The student(s) identified how they are communicating their value proposition to their customer segment(s) and that their method of communication meets the customer segment's expectations.

## FINANCIALS

- > The student(s) identified their revenue streams.
  - They may have more than one and will therefore need to specifically identify more than one.
- > The student(s) identified the Costs of Goods Sold (COGS) for each of their respective revenue streams.
- > The student(s) determined an appropriate price point for their units of sales.
- > The student(s) addressed the feasibility of their business model.
  - The student(s) demonstrated realistic and accurate sales projections.
  - The student(s) accurately calculated projected profit based on COGS, price, and projected sales.

## OPERATIONS

- > The student(s) identified what their roles and responsibilities are based on their comparative advantage.
- > The student(s) identified what key resources are necessary to deliver their value proposition to their customer segment.
- > The student(s) identified who their key partners are based on their needs and their comparative advantage.
- > The student(s) identified their need for human capital based on their comparative advantage, key partners, and key resources.
- > The student(s) identified what key activities must be completed and what key resources and key partners will be required to complete them.