

LAUNCHPAD SEMIFINAL GUIDE AND RUBRIC

Guidelines

- Videos must be under five minutes to respect our judges' time
- You may have a presentation if you wish but it's not required
- You do not need to forecast cash flows or develop a valuation
- Don't spend too much time doing video production or editing as you are being judged on content not aesthetics
- For reference, here are some [tips and examples](#) for creating a great video pitch from Y Combinator

Judging Rubric

Dimension	1- Needs Improvement	3- Average	5- Excellent
Elevator Pitch A quick one-liner opening summary that combines your vision/product and the mission of your company	Pitch is unclear, overly elaborate, or vague.	Pitch is clear and understandable.	Pitch is compelling and effectively emphasises the unmet need the business is fulfilling.
Founder Market Fit Cofounders have personal or professional experience with the current problem and/or demonstrate a strong passion for creating a unique solution to the problem Solution origination (Aha moment!) clearly articulates and inspires a shared vision.	Unclear origination or reasoning why founder competencies are relevant.	Reasoning for origination is clear.	Founders demonstrate their unique insight, strong domain knowledge and passion for the proposed solution.
Product Market Fit A value hypothesis identifies the features you need to build, a sizable audience that's likely to care, and the business model required to entice a customer to buy your product.	Limited research on market or target audience.	Some research and figures to support viability.	Interviews and research highlight an attractive market and audience. Some evidence of willingness to pay. Solution is differentiated from other players. Business model is clear and realistic.
Defensibility Sustainable differentiation and defensibility. Some baseline KPIs have been established – CAC, LTV, Retention rates, pricing, etc. Demonstrates an understanding of current market economics and challenges to entry	Solution is replicable or founders have not considered potential risks and mitigations.	Some considerations for sustainability and defensibility have been made but may not be tenable.	Team has thoroughly considered challenges to their solution and have a clear, viable plan to address them.
Momentum and Traction Define stage, next steps and plans for growth. Timeline and milestones clear.	Limited planning for next steps or growing this company.	Ambitions for growth are general and the timeline is broad.	Requirements for growth are defined. Clear timeline developed and milestones identified.

Sources: [HBS](#), [a16z](#), Y Combinator