



Category	Key Criteria
Big Idea (5 points)	<ul style="list-style-type: none"> • The venture’s pitch video is uploaded in this section and follows the video rubric criteria. • The venture's big idea and short description are clear.
Problem & Solution (10 points)	<ul style="list-style-type: none"> • Does the project focus on an important societal problem? • Is their understanding of their chosen problem context communicated clearly? • Do they show an understanding of the magnitude and root causes of the chosen problem? • Does the proposed solution directly address the defined problem? • Is the proposed solution feasible and well thought out? • Is the idea/solution well-defined? • Is the solution innovative? • Does the proposed solution have potential to positively change the status quo and create a better normal? • Does this solution show commitment to just systems that benefit marginalized groups and society?
Team (5 points)	<ul style="list-style-type: none"> • Does the team have the necessary skills, expertise, and/or experience? • Do the described role responsibilities for each team member appropriately match their position title? • Does this team show a diversity of expertise and opinions? • Does the team generate confidence and leadership to launch a credible social venture? • Does the team exhibit values that will inspire other partners, users, and adopters to grow and scale their innovation? • Are the team photos good quality and professional?

<p>Business Model (10 points)</p>	<ul style="list-style-type: none"> • Are there sustainable, clear sources of revenue? • Are the revenue models well thought out and a feasible option for this type of venture? • Are the revenue models achievable and sustainable? • Does the team clearly state their marketing plan (i.e. acquiring customers/users, identifying, stakeholders and influencers, communications strategy and distribution plan)? • Is social impact integrated into the venture's business model?
<p>Research (10 points)</p>	<ul style="list-style-type: none"> • Does the team incorporate research, data, and evidence to demonstrate their understanding of the problem? • Have they conducted Demand Validation research to show interest from the target market? • Is the team aware of the market landscape and positioned themselves to be different from established initiatives that occupy a similar space? • Does the team incorporate research, data, and evidence to generate reasonable social impact projections? • Is the target market well-defined and narrow enough in scope to have an effective impact? • How viable is their business model (i.e. value proposition, potential for growth, operational sustainability, network of partners)? • Is the idea scalable or show potential to become scalable? • Has the idea/solution been validated or show potential to be validated effectively? • Is the overall approach feasible? • Has the team provided a meaningful definition of success for their venture? • Does the team show how they will track their social progress and test their assumptions? • Does the team show that their social impact potential will be given accountability by key actors?
<p>Use of Funds (5 points)</p>	<ul style="list-style-type: none"> • Does the team demonstrate a clear understanding of how the Launch Fund prize money of \$15,000 will be used? • Is it clear that the Launch Fund prize will provide a meaningful impact on venture launch/growth?
<p>Overall</p>	<ul style="list-style-type: none"> • Is the overall venture pitch clear and logical? • Does the information design quality allow for efficient and effective understanding of the contents? • Is the aesthetic design uncluttered and pleasant? • Are professional levels of spelling, grammar, and language used? • Have the candidates put forth effort in compiling a powerful message for their innovation? • Will this team and project be a suitable representative of LPCE and Harvard values?

Total: / 45 points

1

No Evidence

2

3

Emerging

4

5

Industry Quality

Category	Key Criteria
Problem (5 points)	<ul style="list-style-type: none"> • Does the project focus on an important societal problem? • Does the team address their motivation for solving this problem? • Does the team incorporate research, data, and evidence to better understand the problem? • Is their understanding of their chosen problem context communicated clearly? • Do they show an understanding of the magnitude and root causes of the chosen problem?
Solution (5 points)	<ul style="list-style-type: none"> • Does the proposed solution directly address the defined problem? • Has the venture sufficiently been thought through? • Is the idea/solution well-defined? • Is the solution innovative? Is the team aware of the market landscape and positioned themselves to be different from established initiatives that occupy a similar space? • Does the proposed solution have potential to positively change the status quo and create a better normal? • Does this solution show commitment to just systems that benefit marginalized groups and society?
Social Impact (5 points)	<ul style="list-style-type: none"> • Does the proposed solution have the potential to make a significant impact on the addressed problem? • Has the team provided a meaningful definition of success for their venture? • Is social impact integrated into the venture's business model? • Does the team show how they will track their social progress and test their assumptions? • Does the team show that their social impact potential will be given accountability by key actors? • Does the team incorporate research, data, and evidence to generate reasonable social impact projections? • Does the venture have a longer-term vision for social impact beyond the immediate challenge?

<p>Feasibility and Scalability (5 points)</p>	<ul style="list-style-type: none"> • Has the idea/solution been validated or show potential to be validated effectively? • Is the overall approach feasible? • Are there sustainable, clear sources of revenue? • How viable is their business model (i.e. value proposition, potential for growth, operational sustainability, network of partners)? • Is the idea scalable or show potential to become scalable? • Does the team clearly state their marketing plan (i.e. acquiring customers/users, identifying, stakeholders and influencers, communications strategy and distribution plan)?
<p>Team and Presentation (5 points)</p>	<ul style="list-style-type: none"> • Does the team have the necessary skills, expertise, and/or experience? • Is there clarity in terms of organizational structure, a division of responsibilities, and/or accountability? • Does this team show a diversity of expertise and opinions? • Is there a lack of crucial expertise or personnel needed to execute their addressed plan? If so, is this sufficiently addressed? • Does the team generate confidence and leadership to launch a credible social venture? • Does the team exhibit values that will inspire other partners, users, and adopters to grow and scale their innovation?
<p>Structure (5 points)</p>	<ul style="list-style-type: none"> • Is the delivery of information clear and concise? • Is the storytelling easy to follow and logical? • Do the slides have an appropriate balance of text and graphics? • Is the information on the slides clear and concise?
<p>Video Design (5 points)</p>	<ul style="list-style-type: none"> • Does the information design quality allow for efficient and effective understanding of the contents? • Is the aesthetic design uncluttered and pleasant? • Is the presented information clear and concise? • Do the candidates shown in the video present a professional image with the potential for a convincing pitch presentation? • Have the candidates put forth effort in compiling a powerful message for their innovation? • Will this team and project be a suitable representative of LPCE and Harvard values?

Total: / 35 points



Launch Fund Infographic Guide

Please submit an 800 x 2000 pixel vertical infographic describing your venture to be displayed on LPCE's website. Things to address in your infographic: Team description, the problem your team has identified, how your team is uniquely solving that problem, and how your team will spend Launch Fund prize money to help in your mission.

Here is a great resource to help you get started:

<https://www.canva.com/learn/how-to-create-an-infographic-design/>