

ULI Europe PIC Scorecard 2023

Category	Questions	Scoring
Problem to be Solved	1. Has the team clearly articulated a significant pain point or problem?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Customer Definition	2. Has the team identified a clear target market and strong customer need to solve the problem? (Market needs & total addressable market,...)	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Solution	3. How well does the proposed solution solve one of the ULI mission priority chosen? - Decarbonization and Net Zero - Increasing Housing Affordability - Educating the Next Generation of Diverse Leaders	0. Not Solving 1. Poorly 2. Fairly 3. Clearly
Solution	4. How well has the team articulated their unique value proposition (uniqueness) compared to the competition and their competitive advantage?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Business Model	5. Has the team identified who will pay for the solution and outlined a functional business model strategy?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Business Model	6. What is the team funding plan, and how realistic is it?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Risk Awareness	7. What are the potential risks and challenges that the startup may face, and how well-prepared is the team to handle them?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Team	8. Has the team demonstrated why they are the right people to solve this problem? 1 point: Team with adequate subject-matter expertise. 1 point: Minority Founders (gender, race, handicap). 1 point: Team size adequate for their current maturity.	0. Not Stated 1. One Criterion Fullfilled 2. Two Criteria Fullfilled 3. Three Critereia Fullfilled
Team	9. The team demonstrated leadership skills? Did the team clearly and concisely communicate their pitch with logical flow?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Pitch Delivery	10. Did the team deliver a clear video following ULI guidelines? - Under 1 minute - Landscape - Good Quality Audio	0. Not Stated 1. Poorly 2. Fairly 3. Clearly