### IMPACT
The proposal represents an innovative approach to a major problem that will have substantial and measurable impact once implemented.

### TEAM
The team has the skills and commitment necessary to execute the plan and has the ability to acquire complementary talent and additional resources.

### PLAN
The plan reflects a set of realistic, structured experiments the team can execute which, if successful, could lead to a financially sustainable venture.

**Advice to the Team:**

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In this rubric 1 is the lowest score, 5 is the highest

**Final Score:**