






GROWTH CONTENT RUBRIC



	1 UNSATISFACTORY	2 COMPETENT	3 PROFICIENT	4 DISTINGUISHED	GRADE
 <p>NATIVE CONNECTION</p>	There is no apparent connection with the product or service	There is some connection to the product or service, though it is still somewhat abstract.	There is a meaningful connection to the product or service with a suggested next step.	There is a strong connection to the product or service and a clearly defined next step for users to take.	
 <p>POTENTIAL ENERGY</p>	There is no measurable demand or interest in the topic	There is some evidence of demand or interest in the topic, though it is not easily measured.	There is measurable and moderate demand or interest in the topic.	There is a high demand and/or interest in the topic and this potential impact is highly measurable; existing content sets a precedent and benchmark for the audience's appetite.	
 <p>VIRALITY</p>	There is no clear incentive for users to share the content and/or obstacles that hinder their ability to share.	There is some incentive for users to share, but offers no interactivity or native vehicle to enable sharing.	There is a significant incentive to share and some degree of interactivity that enables sharing.	There is a compelling and irresistible incentive for users to share, benefits of the content are personalized, and a high level of interactivity.	
 <p>DISRUPTION</p>	The content offers no unique value compared to existing competitor content assets; it's qualitatively worse than what's been done already.	The content is on par with existing content, but offers little unique value or contrary viewpoints.	The content is differentiated and qualitatively better (more useful, provoking, entertaining) than existing offerings and offers a fresh perspective.	The content is 10x the value of anything done before, completely unique, and/or boldly contrarian with a well-defended, data-driven argument.	
 <p>SUSTAINABILITY</p>	The content is completely obsolete after a matter of weeks or months. It doesn't make sense for people to read or share after a defined period of time (e.g. analyzing results of an election)	The content isn't sensitive to a discrete period of time, but is linked to a topic or subject that will likely become obsolete as time progresses (e.g. evaluating hardware that will likely be replaced by better tech in 24 months)	The content isn't sensitive to a period of time or advances in technology; the topic matter holds value, even if it requires some ongoing management and updates.	The content increases in value over time and results in compounding growth; it's timeless, even without ongoing management or updates.	
				Total	