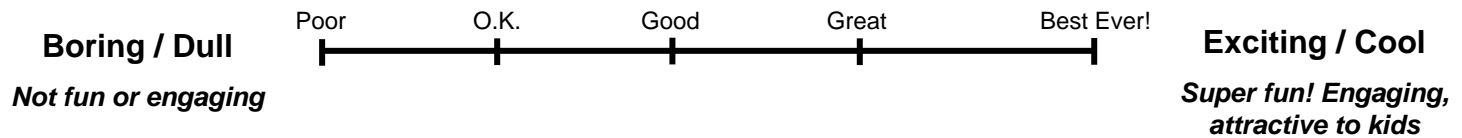


# Ruckus Nation Sample Scorecard

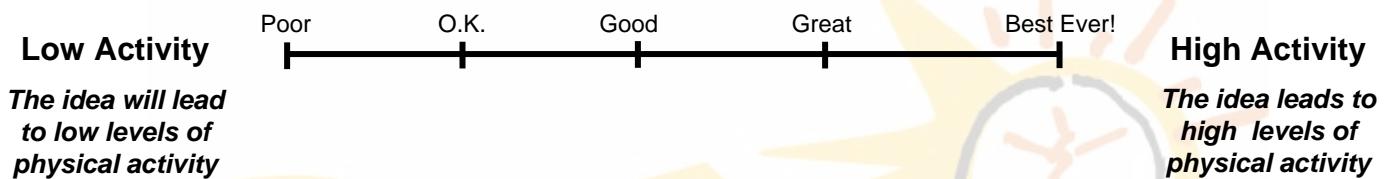
**1. Appeals to Kids:** Kids 11 – 14 years old will like the product. [25 Percent Weight]

For this category, compared to the other product ideas this idea is:



**2. Gets Kids Moving:** The product will get kids 11 – 14 years old to be more physically active. [20 Percent Weight]

For this category, compared to the other product ideas this idea is likely to lead to:



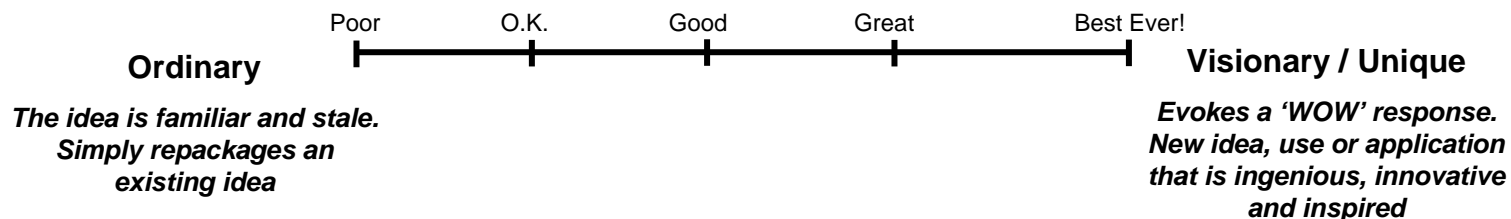
**3. Keeps Kids Moving:** The product keeps kids 11 – 14 years old physically active. [20 Percent Weight]

For this category, compared to the other product ideas this idea is likely to have:



**4. Originality:** The idea is bold, fresh and creative. [20 Percent Weight]

For this category, compared to the other product ideas this idea is:



**5. Gives Kids Control:** The product allows kids 11 – 14 years old to be in control of its use. [15 Percent Weight]

For this category, compared to the other product ideas this idea is likely to give kids:

