It is a truth universally acknowledged that math curricula should coherent, focused, and rigorous. Yet there is not perfect agreement about what these (buzz) words mean. Some of us, especially math educators, use “rigor” to mean “difficulty”. Others, especially mathematicians, use “rigor” to mean “mathematically correct”. We give some examples of what it might mean for a K-12 math curriculum to be rigorous in the mathematician’s sense. We will argue that mathematically rigorous curriculum can be both appropriately rigorous – in the educator’s sense – and achieve the Common Core promise of coherence. (Received September 16, 2014)