

2016 Technovation Judging Rubric

Team Name : _____

DIRECTIONS: The judging rubric for Technovation 2016 contains objective and subjective scores. Evaluate these items objectively to the extent that you can. It is ok for every team to gain the highest score in each of these items. In the event of a tie, we will ask a new judge to score the tied submissions and determine the winner. We allow partial submissions of at least 5 deliverables. Judge partial submissions to the best of your ability. Please provide comments, both positive and constructive, for each section so the team knows what they can do to improve their application moving forward.

Ideation Score	0	1	3	5	SCORE
Did the team identify a real problem in their community?	No	The problem identified is more of a nuisance, and does not have larger social implications.	The problem seems to be real, but could use a little more detail.	Yes	
Does the app address the problem that they identified?	No	The app addresses a tangential problem.	The app addresses some parts of the problem.	Yes	

Ideation Comments:

Technical Score	0	1	3	5	SCORE
Is the prototype they submitted fully functional? (All buttons and links functional and no obvious bugs.)	No	Only superficial functionality. (i.e. screen transitions)	Mostly, except for a few minor issues. I can still get the general idea.	Yes, no bugs that I could see.	
Does the prototype go beyond static information? (e.g. calls another app on the phone, saves information to an external server to coordinate multiple users, etc)	No, only information stored directly in the app is used.	The app uses other resources, but it seems unnecessary for the purpose of the app.	Mostly, but there are one or two other places where the app could have used an external service to be more effective.	Yes, the app uses multiple resources and does so effectively.	
Does the prototype match the feature list defined in their product description?	No	Less than half of the features listed are in the prototype and minimal explanation for why features are missing.	More than half of the features are in the prototype, and there's a reasonable explanation for the missing features.	Yes	
User Interface. Is the UI intuitive and easy to use?	No	All the functionality is there, but I had to watch the demo video and read the product description to understand the app.	The app was obvious after thoroughly reading the product description.	A quick skim of the defined problem and product description was enough to understand how to use the app.	

Technical Comments:

Entrepreneurial score		0	1	2	3	SCORE
Product Description	None	A short and vague description.	Describes the app, but no sense of overall value of the app.	Describes app and value added.		
Potential Market Size	None	Groups of people mentioned, but no estimates done.	Estimates done and some groups defined. Could have been more thorough.	Estimates done and groups defined. Estimates clearly explained.		
Competitive Analysis	None	Competitors are named, but explanations are sparse or nonexistent.	Competitors are named, and explanations are provided. Could have been more thorough.	Analysis is exhaustive.		
Potential Revenue	None	Calculations are suspect, and explanations are unclear.	Calculations exist, but basis of the calculations could use more explanation.	Calculations and explanations are thorough and believable.		
Branding and Promotion	None	A logo or promotional sources are included, but explanations are sparse or nonexistent.	Logo and limited promotional sources are included. Explanations for promotional plan could be more thorough.	Logo and promotional plans are included, well explained and exhaustive.		
Entrepreneurial Comments:						
Overall Impression Award points based on which submissions gave the best pitch in your batch.						SCORE
	0	2	5	10		
Overall Pitch Quality. Is the Pitch compelling? Can you see this app being used by consumers?	Not at all. Argument was flawed and difficult to follow.	I understand their argument, but I'm not sold.	Compelling arguments were made, and a small following may form.	Yes! The argument was compelling enough to think this app has true growth potential.		
App is available on Google Play, App Store, or Amazon Appstore (optional for 2 additional points)						+
TOTAL SCORE (57 maximum points):						
Overall Project Comments:						