

## TECHNOVATION GIRLS JUDGING RUBRIC

**Directions:** Please use this rubric to help determine the score each item in a section should receive on a 1-5 point scale. 60 points total for Junior Division, 80 points total for Senior Division. *You can give 2s and 4s also!*

<b>IDEATION</b> <i>(20 total points)</i>	<b>1 Point Description</b>	<b>3 Point Description</b>	<b>5 Point Description</b>
<b>Evidence of Important and Meaningful Problem</b>	<ul style="list-style-type: none"> <li>No description of problem or research</li> <li>No evidence of personal or community connection to problem</li> </ul>	<ul style="list-style-type: none"> <li>Team demonstrates how problem impacts people</li> <li>Some personal or community connection to problem present</li> <li>Statistics related to problem</li> </ul>	<ul style="list-style-type: none"> <li>Team demonstrates that problem is very important in scale and impact on world</li> <li>Strong personal or community connection to problem</li> <li>Community surveys, expert interviews, or statistics build understanding of problem</li> </ul>
<b>Potential Impact on Users</b>	<ul style="list-style-type: none"> <li>Team has not considered impact on users or community/world</li> <li>No user research</li> </ul>	<ul style="list-style-type: none"> <li>App could contribute to solution that will impact at least one group positively</li> <li>User research conducted in community</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of app's potential positive impact</li> <li>Team adapted app or idea in response to substantial user research and/or testing in the community</li> </ul>
<b>Innovation</b>	<ul style="list-style-type: none"> <li>App is not innovative</li> <li>Mobile app is not the right tool to address the problem</li> </ul>	<ul style="list-style-type: none"> <li>Improves or reduces cost of something that already exists, OR</li> <li>Raises awareness and drives behavior changes, OR</li> <li>Applies an existing approach to a new situation</li> </ul>	<ul style="list-style-type: none"> <li>Fundamentally new solution, use of technology, or idea of how to do things</li> </ul>
<b>Competitor Analysis</b>	<ul style="list-style-type: none"> <li>No evidence of competitor research</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of competitor research</li> </ul>	<ul style="list-style-type: none"> <li>Description of how app or idea changed in response to competitor research</li> </ul>
<b>TECHNICAL</b> <i>(20 total points)</i>	<b>1 Point Description</b>	<b>3 Point Description</b>	<b>5 Point Description</b>
<b>App Function</b>	<ul style="list-style-type: none"> <li>It's unclear if app can work</li> <li>Only first screen developed</li> </ul>	<ul style="list-style-type: none"> <li>App is developed beyond login screen</li> <li>Bugs can be present</li> </ul>	<ul style="list-style-type: none"> <li>Full functionality of app shown in pitch video or app launched in the app store</li> </ul>
<b>User Experience and Design</b>	<ul style="list-style-type: none"> <li>App is missing obvious features</li> <li>Target audience not considered in design</li> </ul>	<ul style="list-style-type: none"> <li>App appears easy to navigate and use</li> <li>Team incorporated user feedback</li> </ul>	<ul style="list-style-type: none"> <li>App well-developed for target audience</li> <li>Team went through 3 or more cycles of testing and refining the app</li> </ul>

<b>Technical Learning</b>	<ul style="list-style-type: none"> <li>No explanation of technical learning</li> </ul>	<ul style="list-style-type: none"> <li>Some team members share what they contributed to the code or what they learned</li> </ul>	<ul style="list-style-type: none"> <li>All team members share what they contributed to the code and what they learned</li> </ul>
<b>Code Complexity</b>	<ul style="list-style-type: none"> <li>Code only has simple commands ("when," opening other screens)</li> <li>Does not use any sensors, phone functions, or databases</li> </ul>	<ul style="list-style-type: none"> <li>Code includes advanced commands (e.g. loops, conditionals)</li> <li>App uses a sensor or phone function (e.g. camera, GPS, text message)</li> </ul>	<ul style="list-style-type: none"> <li>Code includes advanced functions such as using a local or external database with APIs</li> <li>App uses more than 1 sensor, phone function, or different technology (e.g. AI, hardware)</li> </ul>
<p><b>PITCH</b> (10 total points)</p>			
	<b>1 Point Description</b>	<b>3 Point Description</b>	<b>5 Point Description</b>
<b>Convincing Pitch</b>	<ul style="list-style-type: none"> <li>Video is shorter than 3 minutes or longer than 5 minutes</li> <li>Difficult to understand the problem, community, and team's ideas</li> <li>Cannot hear video or understand language (e.g. no subtitles)</li> </ul>	<ul style="list-style-type: none"> <li>Viewer feels positive about the app at the end of the pitch</li> <li>Pitch would benefit from more techniques to engage the viewer</li> </ul>	<ul style="list-style-type: none"> <li>Pitch conveys urgency of problem and effectiveness of solution</li> <li>Creative video</li> <li>Viewer engaged throughout the pitch</li> </ul>
<b>Growth and Perseverance</b>	<ul style="list-style-type: none"> <li>Team does not share challenges or how their ideas changed</li> <li>No evidence of growth (ex learning technical skills, collaboration, other)</li> </ul>	<ul style="list-style-type: none"> <li>Team shares how they have faced challenges or dealt with ambiguity</li> <li>Team shows how they grew (ex learning technical skills, collaboration, other)</li> </ul>	<ul style="list-style-type: none"> <li>Team shares journey, how they responded to challenges or ambiguity, and how they have grown along the way</li> </ul>
<p><b>ENTREPRENEURSHIP</b> (20 total points - Senior Division Only)</p>			
	<b>1 Point Description</b>	<b>3 Point Description</b>	<b>5 Point Description</b>
<b>Feasible Marketing Plan</b>	<ul style="list-style-type: none"> <li>No strategy to bring the app to market</li> </ul>	<ul style="list-style-type: none"> <li>Clear goals about how to reach target users and details about pricing, promotions, and distribution</li> </ul>	<ul style="list-style-type: none"> <li>Clear goals and concrete plan to reach target users and has integrated feedback from initial marketing attempts into plan</li> </ul>
<b>Financial Sustainability</b>	<ul style="list-style-type: none"> <li>No budget or plan for starting or sustaining the business</li> </ul>	<ul style="list-style-type: none"> <li>Confusing or unrealistic financial plans to start and sustain business</li> <li>Budgets or research contains flaws</li> </ul>	<ul style="list-style-type: none"> <li>Clear and realistic financial plans for starting and sustaining the business into the future</li> <li>Supported by budgets and research</li> </ul>
<b>Overall Strong Business Plan</b>	<ul style="list-style-type: none"> <li>Business plan is missing multiple parts</li> </ul>	<ul style="list-style-type: none"> <li>Team has made an effort to create a logical business plan</li> <li>Aspects of company, product/service descriptions or market analysis may need more work</li> </ul>	<ul style="list-style-type: none"> <li>Business plan is cohesive and realistic</li> <li>Includes logical company and product or service descriptions, market analysis, and graphics to help viewer understand content</li> </ul>

<b>Branding</b>	<ul style="list-style-type: none"> <li>Identity of the business is incohesive and lacks branding</li> </ul>	<ul style="list-style-type: none"> <li>Business has a clear identity with name, logo, branding, visuals</li> </ul>	<ul style="list-style-type: none"> <li>Branding is clear and amplifies team's purpose</li> </ul>
<b>OVERALL IMPRESSION</b> <i>(10 total points)</i>	<b>1 Point Description</b>	<b>3 Point Description</b>	<b>5 Point Description</b>
<b>Future Goals</b>	<ul style="list-style-type: none"> <li>Team does not share any future plans for their idea or business</li> </ul>	<ul style="list-style-type: none"> <li>Team provides plans for future learning or how to develop their idea or business</li> </ul>	<ul style="list-style-type: none"> <li>Team clearly outlines how they will continue to work to make their ideas a reality</li> <li>Team shares goals that have been impacted by work on their idea</li> </ul>
<b>Do you think this invention can succeed?</b>	<ul style="list-style-type: none"> <li>Keep thinking it through! It's not yet clear how the idea and technology will work</li> <li>It's unclear how people would use it</li> </ul>	<ul style="list-style-type: none"> <li>It's on its way! The idea and technology need a little more development but it can get there</li> <li>The community would benefit from this app</li> </ul>	<ul style="list-style-type: none"> <li>Absolutely! This idea makes sense and the app is well thought out</li> <li>The world would benefit from this app</li> </ul>