

## JUDGING RUBRIC

Please use this rubric to score each item in a section on a 1-5 point scale. 60 points total are possible for Junior Division. 80 points total are possible for Senior Division. You may award scores of 2 and 4. Scores of 1 indicate missing work.

**IDEATION** Up to 20 points. Point description below is a guideline, you can also award scores of 2 and 4.

	1 point description	3 point description	5 point description
<b>Evidence of Important &amp; Meaningful Problem</b>	<input type="checkbox"/> No description of problem or research <input type="checkbox"/> No evidence of personal or community connection to problem	<input type="checkbox"/> Team shows how problem impacts people (who, what, where, magnitude) <input type="checkbox"/> Some personal or community connection to problem present <input type="checkbox"/> Statistics related to problem	<input type="checkbox"/> Team demonstrates that problem is important in scale & impact on community/world <input type="checkbox"/> Strong connection to the problem <input type="checkbox"/> Community surveys, expert interviews, or statistics build understanding of problem
<b>Potential Impact on Direct &amp; Indirect Users</b>	<input type="checkbox"/> Team does not appear to have considered UN Sustainable Development Goals (SDG) in their invention <input type="checkbox"/> No user research	<input type="checkbox"/> App will positively impact UN Sustainable Development Goals (SDG) for direct users of the app <input type="checkbox"/> User research conducted in community	<input type="checkbox"/> App will positively impact UN SDGs for direct and indirect users <input type="checkbox"/> Team has taken steps to avoid causing harm to direct or indirect users of app <input type="checkbox"/> Team adapted app or idea in response to strong user research and/or testing
<b>Innovation</b>	<input type="checkbox"/> App is almost an exact copy of a pre-existing app <input type="checkbox"/> Mobile app is not the right tool to address the problem	<input type="checkbox"/> App improves or reduces cost of something that already exists, OR <input type="checkbox"/> Raises awareness and drives behavior changes	<input type="checkbox"/> New solution, use of technology, or idea of how to do things <input type="checkbox"/> Applies an existing type of solution to a new situation/problem
<b>Competitor Analysis</b>	<input type="checkbox"/> No evidence of competitor research	<input type="checkbox"/> Evidence of some competitor research	<input type="checkbox"/> Extensive competitor research <input type="checkbox"/> Description of how app or idea changed in response to competitor research

**PITCH** Up to 10 points. Point description below is a guideline, you can also award scores of 2 and 4.

	1 point description	3 point description	5 point description
<b>Video Effectiveness</b>	<input type="checkbox"/> Pitch video is shorter than 3 minutes or longer than 4 minutes <input type="checkbox"/> Difficult to understand the problem, community, and team's ideas	<input type="checkbox"/> Viewer feels positive about the app at the end of the pitch <input type="checkbox"/> Pitch would benefit from more ways to engage the viewer	<input type="checkbox"/> Pitch conveys urgency of problem and effectiveness of solution <input type="checkbox"/> Creative video <input type="checkbox"/> Viewer engaged throughout the pitch
<b>Growth and Perseverance</b>	<input type="checkbox"/> Team does not share challenges or how their ideas changed <input type="checkbox"/> No evidence of growth (learning technical skills, collaboration, etc.)	<input type="checkbox"/> Team shares how they have faced challenges OR <input type="checkbox"/> Team shows how they have grown	<input type="checkbox"/> Team shares their journey, how they responded to challenges, and how they have grown along the way

**TECHNICAL** Up to 20 points. Point description below is a guideline, you can also award scores of 2 and 4.

	1 point description	3 point description	5 point description
<b>App Function</b>	<input type="checkbox"/> It's unclear if the app can work <input type="checkbox"/> Only the first screen developed <input type="checkbox"/> Demo video is longer than 1 minute	<input type="checkbox"/> App is developed beyond login screen <input type="checkbox"/> Some bugs are present, but don't prevent the app from working properly	<input type="checkbox"/> Full functionality of app shown in demo video or app launched in the app store
<b>User Experience &amp; Design</b>	<input type="checkbox"/> Not clear how to use app <input type="checkbox"/> Target audience not considered in design	<input type="checkbox"/> Parts of the app are difficult to use or navigate <input type="checkbox"/> Team incorporated user feedback	<input type="checkbox"/> Full app is easy to navigate and use <input type="checkbox"/> Team went through 2 or more cycles of testing and refining the app
<b>Technical Learning</b>	<input type="checkbox"/> No explanation of what team learned about coding	<input type="checkbox"/> One team member shares what they learned about coding	<input type="checkbox"/> Team shares what they learned about coding
<b>Code Complexity</b>	<input type="checkbox"/> Code only has simple commands ("when," opening other screens) <input type="checkbox"/> Does not use any sensors, phone functions, or databases	<input type="checkbox"/> Code includes advanced commands (e.g. loops, conditionals) <input type="checkbox"/> App uses a sensor or phone function (e.g. camera, GPS, text message)	<input type="checkbox"/> Code includes advanced functions such as using a local or external database with APIs <input type="checkbox"/> App uses more than 1 sensor, phone function, or different technology (e.g. AI, hardware)

**ENTREPRENEURSHIP** Senior Division only, up to 20 points. Point description below is a guideline, you can also award scores of 2 and 4.

	1 point description	3 point description	5 point description
<b>Marketing Plan</b>	<input type="checkbox"/> No strategy to bring the app to market	<input type="checkbox"/> Clear goals about how to reach target users and details about pricing, promotions, and distribution	<input type="checkbox"/> Clear goals and concrete plan to reach target users and has integrated feedback from initial marketing attempts into plan
<b>Financial Sustainability</b>	<input type="checkbox"/> No budget or plan for starting or sustaining the business	<input type="checkbox"/> Existing but weak financial plan, needs more work <input type="checkbox"/> Budgets or research contains flaws	<input type="checkbox"/> Clear and realistic financial plans for starting and sustaining the business into the future <input type="checkbox"/> Supported by budgets and research
<b>Business Plan</b>	<input type="checkbox"/> Business plan is missing multiple parts (Company description, product or service description, market analysis, marketing plan, financial plan and projections)	<input type="checkbox"/> Team has made an effort to create a logical business plan <input type="checkbox"/> Aspects of company, product/ service descriptions or market analysis may need more work	<input type="checkbox"/> Business plan is cohesive and realistic <input type="checkbox"/> Includes logical company and product or service descriptions, market analysis, and graphics to help viewer understand content
<b>Branding</b>	<input type="checkbox"/> Identity of the business is incohesive and lacks branding	<input type="checkbox"/> Business has a clear identity with name, logo, branding, visuals	<input type="checkbox"/> Branding is clear and amplifies team's purpose

**OVERALL IMPRESSION**

Up to 10 points. Point description below is a guideline, you can also award scores of 2 and 4.

	<b>1 point description</b>	<b>3 point description</b>	<b>5 point description</b>
<b>Future Goals</b>	<input type="checkbox"/> Team does not share any future plans for their idea or business	<input type="checkbox"/> Team provides plans for future learning or how to develop their idea or business	<input type="checkbox"/> Team clearly outlines how they will continue to work to make their ideas a reality <input type="checkbox"/> Team shares goals that have been impacted by work on their idea
<b>Do you think this invention can succeed?</b>	<input type="checkbox"/> Team should keep thinking it through! It's not yet clear how the idea and technology will work <input type="checkbox"/> It's unclear how people would use it	<input type="checkbox"/> It's on its way! The idea and technology need a little more development but it can get there	<input type="checkbox"/> Absolutely! This idea makes sense and the app is well thought out <input type="checkbox"/> Some people in the community are already using the app