

## Senior Division Rubric 2023 – 2024 season

### Scoring Guide for Points Assignment per item:

1 - Not there yet    2 - Getting there    3 - Average    4 - Good    5 - Amazing

100 word problem/project description	
Compelling 100 word project description that clearly states the problem and solution	
<b>Project description score</b>	

Pitch Video	
Clearly states the problem and shows why the problem is important to the team and the community	
Explains how the team researched the problem and how it relates to the United Nations Sustainable Development Goals	
Convinces the viewer that the app or AI solution solves the problem for users	
Explains why the selected technology (AI prototype or mobile app) is the best tool to solve the problem and how it is a better solution compared to what already exists	
Explains how the team will make sure the solution will only have a positive impact on direct or indirect users and the planet	
<b>Total pitch video score</b>	

**Score for one of the following technical video categories: Mobile app or AI prototype**

<b>Technical Video</b>	
<b>Option 1: Mobile App Submission Technical Video Scoring only</b>	
Shows what app they have built and what parts work successfully so far	
Explains how the app was tested with users, what feedback was given, and how it affected the features of the app	
Explains what coding they did for 1-2 important parts of their app (not login screen)	
Shows what doesn't work yet and/or shares future app features	
<b>Option 2: AI Prototype Submission Technical Video Scoring only</b>	
Shows what AI model they have built and trained, including explaining what data they gathered and trained model with	
Explains how the prototype was tested with users, what feedback was given, and how it affected the features of the prototype	
Shows what invention they have built or prototyped, explains how they built it, and shows the parts that work	
Shows what doesn't work yet and/or shares future prototype features	
<b>Total technical video score</b>	

<b>Business Plan (Doc upload)</b>	
Clearly explains the company and product description in a well written document that is supported with relevant graphics	
Shows what market research the team has conducted to identify target users and main competitors	
Explains the marketing plan for how the team will get new users to use their app or invention in its first year	
Shows financial plans for starting the business and why it is realistic	
<b>Total business plan score</b>	

<b>Technovation Learning Journey (200 words and 2-6 images)</b>	
Shares what the team learned through a combination of words and pictures (e.g. screenshots, prototypes). Shares technical sources used/remixed; if none, shares favorite technical resource.	
Describes how the team overcame technical or non-technical challenges	
<b>Total learning journey score</b>	

Total Score	Score
Project Description total score	
Pitch Video total score	
Technical Video total score	
Business Plan total score	
Learning Journey total score	
<b>Total score</b>	