

## Senior Division Rubric 2024 – 2025 season

### Scoring Guide for Points Assignment per item:

**1** - Not there/  
missing     
 **2** - Getting there  
(below expectations)     
 **3** - Average  
(meets basic expectations)     
 **4** - Good     
 **5** - Amazing

Problem/project description (maximum 100 words)	
Compelling project description that clearly states the problem and solution (max 100 words)	
	<b>Project description score</b>

Pitch Video	
Clearly states the problem and shows why the problem is important to the team and the community and which United Nations Sustainable Development Goals are addressed	
Explains how the team researched the complexity of the problem	
Shows the viewer 1-2 key features of their solution and convinces the viewer that the app solves the problem	
Explains how the selected technology is the best solution compared to what already exists	
Explains how the team considered the ethics of their solution and ensures that the solution will only have a positive impact on direct or indirect users and the planet	
	<b>Total pitch video score</b>

Technical Video	
Gives a demonstration of the working parts of the app they have built	
Explains how the app was tested with users, what feedback was given, and how it affected the features of the app	
Explains what machine learning training and/or actual 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>Total technical video score</b>

**Business Plan (Doc upload)**

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 in its first year	
Shows financial plans for starting the business and explains why it is realistic	
<b>Total business plan score</b>	

**Your Learning Journey (maximum 200 words and 2-6 images)**

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.	
Explains what you learned about AI and how you used it in your project	
Describes how the team overcame technical or non-technical challenges	
<b>Total learning journey score</b>	

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