

ROUND 2 RUBRIC (2021)

A score of 1 shows little or no evidence of the indicated criteria while a score of 5 shows excellent coverage and/or evidence.

Team Name _____

Institution Name _____

| | CRITERIA | SCORE 1-5 | WEIGHT |
|---|--|--------------|-------------|
| 1 | Problem-Customer-Solution Fit - Team demonstrates a solid understanding of the problem, who experiences it and how. Articulates limitations of existing solutions. Proposed solution addresses the problem effectively for the identified customer. Provides evidence that this social innovation is acceptable and desirable to the target community/customer based on the team's research and/or tests performed. | | 20% |
| 2 | Innovativeness of Proposed Solution - Brings fresh thinking and new solutions to the problem space. Shows clear competitive advantage over other market offerings. | | 20% |
| 3 | Operational and Financial Feasibility - The social innovation has a viable implementation plan. The proposal has evaluated the basic obstacles and risks involved with the innovation and thought through some ways to address these challenges. Team has developed a preliminary financial model, based on reasonable assumptions, that supports the venture's sustainability. | | 15% |
| 4 | Size of Potential Social Impact - Provides reasonable estimates of the number of people the venture can impact and identifies appropriate measures for assessing the quality of impact on the populations served. | | 10% |
| 5 | Scalability/Replicability of Proposed Solution - Innovation can be replicated or scaled to achieve larger-scale alleviation of the problem. | | 10% |
| 6 | Team - Passion of founding team is evident. There is strong team dynamic and diversity. Expertise/skill set of founding team and/or advisory board fits needs of venture. | | 10% |
| 7 | Presentation - Pitch is organized, well-designed and clearly communicated. | | 15% |
| | TOTAL | / 35 | 100% |

Feedback for Students. Please share any comments you'd like teams to see, such as areas they should focus future research, people or organizations they could connect with, etc. Keep feedback constructive and encouraging. Thank you!