

TECHNOVATION GIRLS JUDGING RUBRIC

IDEATION (20 total points)			
	1 Point Description	3 Point Description	5 Point Description
Evidence of Important and Meaningful Problem	<ul style="list-style-type: none"> No description of problem or research No evidence of personal or community connection to problem 	<ul style="list-style-type: none"> Team demonstrates how problem impacts people Some personal or community connection to problem present Statistics related to problem 	<ul style="list-style-type: none"> Team demonstrates that problem is very important in scale and impact on world Strong personal or community connection to problem Community surveys, expert interviews, or statistics build understanding of problem
Potential Impact on Users	<ul style="list-style-type: none"> Team has not considered impact on users or community/world No user research 	<ul style="list-style-type: none"> App could contribute to solution that will impact at least one group positively User research conducted in community 	<ul style="list-style-type: none"> Evidence of app's potential positive impact Team adapted app or idea in response to substantial user research and/or testing in the community
Innovation	<ul style="list-style-type: none"> App is not innovative Mobile app is not the right tool to address the problem 	<ul style="list-style-type: none"> Improves or reduces cost of something that already exists, OR Raises awareness and drives behavior changes, OR Applies an existing approach to a new situation 	<ul style="list-style-type: none"> Fundamentally new solution, use of technology, or idea of how to do things
Competitor Analysis	<ul style="list-style-type: none"> No evidence of competitor research 	<ul style="list-style-type: none"> Evidence of competitor research 	<ul style="list-style-type: none"> Description of how app or idea changed in response to competitor research
TECHNICAL (20 total points)			
	1 Point Description	3 Point Description	5 Point Description
App Function	<ul style="list-style-type: none"> It's unclear if app can work Only first screen developed 	<ul style="list-style-type: none"> App is developed beyond login screen Bugs can be present 	<ul style="list-style-type: none"> Full functionality of app shown in pitch video or app launched in the app store
User Experience and Design	<ul style="list-style-type: none"> App is missing obvious features Target audience not considered in design 	<ul style="list-style-type: none"> App appears easy to navigate and use Team incorporated user feedback 	<ul style="list-style-type: none"> App well-developed for target audience Team went through 3 or more cycles of testing and refining the app
Technical Learning	<ul style="list-style-type: none"> No explanation of technical learning 	<ul style="list-style-type: none"> Some team members share what they contributed to the code or what they learned 	<ul style="list-style-type: none"> All team members share what they contributed to the code and what they learned
Code Complexity	<ul style="list-style-type: none"> Code only has simple commands ("when," opening other screens) Does not use any sensors, phone functions, or databases 	<ul style="list-style-type: none"> Code includes advanced commands (e.g. loops, conditionals) App uses a sensor or phone function (e.g. camera, GPS, text message) 	<ul style="list-style-type: none"> Code includes advanced functions such as using a local or external database with APIs App uses more than 1 sensor, phone function, or different technology (e.g. AI, hardware)

PITCH (10 total points)			
	1 Point Description	3 Point Description	5 Point Description
Convincing Pitch	<ul style="list-style-type: none"> Video is shorter than 3 minutes or longer than 5 minutes Difficult to understand the problem, community, and team's ideas Cannot hear video or understand language (e.g. no subtitles) 	<ul style="list-style-type: none"> Viewer feels positive about the app at the end of the pitch Pitch would benefit from more techniques to engage the viewer 	<ul style="list-style-type: none"> Pitch conveys urgency of problem and effectiveness of solution Creative video Viewer engaged throughout the pitch
Growth and Perseverance	<ul style="list-style-type: none"> Team does not share challenges or how their ideas changed No evidence of growth (ex learning technical skills, collaboration, other) 	<ul style="list-style-type: none"> Team shares how they have faced challenges or dealt with ambiguity Team shows how they grew (ex learning technical skills, collaboration, other) 	<ul style="list-style-type: none"> Team shares journey, how they responded to challenges or ambiguity, and how they have grown along the way

ENTREPRENEURSHIP (20 total points - Senior Division Only)			
	1 Point Description	3 Point Description	5 Point Description
Feasible Marketing Plan	<ul style="list-style-type: none"> No strategy to bring the app to market 	<ul style="list-style-type: none"> Clear goals about how to reach target users and details about pricing, promotions, and distribution 	<ul style="list-style-type: none"> Clear goals and concrete plan to reach target users and has integrated feedback from initial marketing attempts into plan
Financial Sustainability	<ul style="list-style-type: none"> No budget or plan for starting or sustaining the business 	<ul style="list-style-type: none"> Confusing or unrealistic financial plans to start and sustain business Budgets or research contains flaws 	<ul style="list-style-type: none"> Clear and realistic financial plans for starting and sustaining the business into the future Supported by budgets and research
Overall Strong Business Plan	<ul style="list-style-type: none"> Business plan is missing multiple parts 	<ul style="list-style-type: none"> Team has made an effort to create a logical business plan Aspects of company, product/service descriptions or market analysis may need more work 	<ul style="list-style-type: none"> Business plan is cohesive and realistic Includes logical company and product or service descriptions, market analysis, and graphics to help viewer understand content
Branding	<ul style="list-style-type: none"> Identity of the business is incohesive and lacks branding 	<ul style="list-style-type: none"> Business has a clear identity with name, logo, branding, visuals 	<ul style="list-style-type: none"> Branding is clear and amplifies team's purpose

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