

February 29 Submission Scoring Guide

Team Name: _____

School: _____

Entries submitted will be judged on how well and completely they address the following criteria:	0 ←————→ 10 Poor Excellent	Score	Weight	Total
1. Identify a validated NEED OR PROBLEM and include supporting research (market research, customer interviews, etc). Show the magnitude and scope of this need/problem, as well as its impact on individuals and families and the consequences of not solving or meeting it. Explain why the need/problem exists, i.e. who/what is causing the problem, who is affected by it, the history of the problem/how often it occurs, etc. Quantify and/or qualify the significance of the need involved.	0 1 2 3 4 5 6 7 8 9 10		x 2.5	
2. Demonstrate the VALUE PROPOSITION to be delivered by your innovative idea, product or organization and explain what sets it apart from other currently existing solutions to the problem or need. Include answers to the following questions: What is the product or service that is being offered? What are the benefits the market will derive from the product or service? What alternative options does the market have to the product or service? What evidence is there to substantiate your value proposition?	0 1 2 3 4 5 6 7 8 9 10		x 2.5	
3. What is your TARGET MARKET? Who are your customers? Are there potential partners who might be able to help you accomplish your goals? Who are your competitors? What challenges or barriers to success do you foresee in bringing your solution to market? What is your plan to address or overcome these challenges?	0 1 2 3 4 5 6 7 8 9 10		x 2.5	
4. What would the cost structure for your solution look like? Is your solution profitable and sustainable? How do you know? What are the fixed costs and variable costs associated with your idea? Have you identified a revenue stream? Is your idea scalable, or can it only be implemented locally? Support your assertions with data.	0 1 2 3 4 5 6 7 8 9 10		x 2.5	
Total Score:				