

Judge: _____

Team Name: _____

Judging Rubric

	Impact	Execution	Business Plans	Pitch	Team Diversity
<p>Excellent</p> <p>8-10 out of 10 5 out of 5</p>	<p>The team has clearly defined the need for the product, how it solves the problem, its scope and potential impact. You believe that this product would be successful if launched.</p>	<p>The innovation addressed a problem in a novel way. The team provided a functional demo and thoroughly <u>explained</u> and <u>demonstrated</u> how it works.</p>	<p>The team presented a plan to sell and scale their product. They have identified their market and customers and this business model seems viable.</p>	<p>The final pitch was well thought out and rehearsed. The ideas were clearly organized with the problem, solution, and business plan easily identifiable.</p>	<p>Team spans many backgrounds; includes members with business, clinical and technical backgrounds</p>
<p>Above Average</p> <p>6-7 out of 10 4 out of 5</p>	<p>The team presented the need for the innovation. You believe this product <i>could</i> be successful if launched.</p>	<p>The innovation is relatively novel. The prototype/demo provided <u>explains</u> the functionality of the product well</p>	<p>The team has addressed their market and customers, and has a vague or <i>potentially</i> viable business plan.</p>	<p>The pitch was well organized and moderately polished.</p>	<p>Team is diverse with at least two different backgrounds</p>
<p>Average</p> <p>5 out of 10 3 out of 5</p>	<p>The team addressed the need for the product but you <i>do not</i> agree that it is viable.</p>	<p>The team showed but did not demonstrate/ explain a prototype or did not address the problem presented.</p>	<p>The team attempts to address their market and source of revenue, but the plan doesn't seem viable</p>	<p>The pitch was not as organized as possible but still rehearsed.</p>	<p>Team has individuals from a single field/background</p>
<p>Below Average</p> <p>0-4 out of 10 0-2 out of 5</p>	<p>The team did not address the need for this product and it is definitely not viable.</p>	<p>The team did not provide evidence of a prototype product (working demo or wireframe or sketches)</p>	<p>The team did not address a business plan.</p>	<p>The pitch was unorganized, unclear, and unrehearsed.</p>	<p>Team is less than three people.</p>
Points	_____/10	_____/10	_____/10	_____/5	_____/5
Total:					_____/40