



REVIEW PANEL JUDGING RUBRIC (SOCIAL)

50 Possible Points

Criteria	Excellent (5)	Poor (1)
The Problem	The problem/need/pain/gain is clear.	This isn't a real problem.
The Solution	I can see how the proposed solution solves the problem.	I do not believe that the proposed solution solves the problem.
Unique Value Proposition	Truly unique offering! Potential to be different and effective.	Meh. There's nothing new here.
Beneficiaries	The team identified the beneficiaries and a plan to get buy-in.	I feel like they're just guessing on this one.
Marketing and Deployment	It is clear how they will reach beneficiaries.	There is no strategy for marketing/deployment of the product/service.
Funding	This team has identified funding sources and possible revenue streams.	No real plan exists to fund this endeavor.
Key Metrics	I understand what metrics are important to the success of this team.	This team does not know how to measure progress.
Cost Structure	The team has a strong understanding of their costs and expenses.	The team did not address costs/expenses.
Sustainability	The team has a good plan to ensure the viability of the organization.	The team has no plans for this to be an ongoing concern.
Video Quality	The video was impressive and well organized.	What the heck was that?