

JUDGING RUBRIC

Five equally weighted criteria • 1–5 points per criterion • 25 points maximum

OVERVIEW

Judges assess whether a team has selected a genuine problem, created meaningful user value, differentiated its approach, delivered a persuasive presentation, and demonstrated a strong prototype.

Scoring Scale

1 Worst	2	3 Adequate	4	5 Best
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Official Judging Criteria

#	Criterion	What It Measures	What a High Score Looks Like
1	Defines a Real Problem	Assesses whether the team has identified a genuine, meaningful problem affecting a clearly understood user or community.	The problem is specific, credible, important, and easy to understand. The team explains who experiences it and why solving it matters.
2	Offers Valuable User Benefits	Assesses whether the proposed solution creates clear and meaningful benefits for the intended user.	The solution addresses the stated problem directly and delivers a tangible improvement such as saving time, reducing cost, increasing access, improving decisions, or enhancing quality of life.
3	Shows Strong Advantages Over Current Solutions	Assesses whether the concept is meaningfully better than existing alternatives or current ways of addressing the problem.	The team identifies available alternatives and explains a credible advantage in usefulness, simplicity, speed, cost, accessibility, experience, or effectiveness.
4	Delivers a Confidence-Inspiring Presentation	Assesses the overall clarity, credibility, organization, and persuasiveness of the team's presentation.	The presentation is concise and well structured. The team communicates with confidence, supports its claims, explains the concept clearly, and leaves the audience believing the idea could succeed.
5	Demonstrates a Strong Prototype	Assesses the quality and credibility of the prototype shown during the presentation.	The prototype demonstrates the core user workflow, makes the solution understandable, and provides credible evidence that the concept can work. Functional depth matters more than cosmetic polish.

Score Calculation

Five Criteria	Points per Criterion	Total Possible Score
5	1–5	5–25 points

Judging emphasis: Teams should prioritize a real and important problem, a demonstrable benefit to users, clear differentiation, a credible prototype, and a disciplined presentation. Each criterion contributes equally to the final score.