

Judging Rubric

Criteria	Description	Weight
I. Utilization of human-centric design or co-creation methods with the social enterprise / social venture including evidence of empathetic listening skills	<p>Student teams must demonstrate that they have listened to and understood the problem faced by their partner social enterprises (SE) / social ventures (SV).</p> <p><u>Little evidence of empathetic listening skills</u> Student teams that demonstrate little evidence of empathetic listening would have many great ideas/solutions for their SE / SV, but these solutions are unrelated, are not specific to the SE / SV or do not solve the SE/ SV's main problem. Student teams do not have a clear understanding of the SE / SV and the challenge that it faces.</p> <p><u>Strong evidence of empathetic listening skills</u> Student teams that demonstrate strong evidence of empathetic listening would devise solutions that tackle the root of the SE's main problem, and hence are highly appropriate and useful. There should be evidence of consideration of the SE's feedback, an understanding of the SE's needs, challenges, and desires.</p> <p>Student teams must use human-centric design or co-creation methods to develop solutions for the social enterprise. Human-centric design puts the problem or target market and their needs at the center of their solution. The existing problem should be the starting point for students. Solutions should show evidence of contributions from the student teams and SEs / SVs as a reflection of co-creation.</p> <p><u>Poor utilization of human centric design/co-creation methods</u> Student teams that don't utilize human centric design are typically teams that do not work closely with their SE's / SV's. A measurable outcome of this is that they have little feedback on their solution(s).</p> <p><u>Strong utilization of human centric design/co-creation methods</u> Student teams that highly utilize human-centric designs demonstrate how they engage with their SE / SV during the design process, such that the solution directly addresses the problem and appropriate revision are made based on feedback that is received.</p>	25%
II. Uniqueness of developed solution	Solutions developed by student teams should be unique, original, creative and innovative. How does this	25%

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<p>III. Presence of developed prototype/pitch or easily implementable solution</p>	<p>student team utilize a unique or creative approach to solve the problem faced by the SE / SV? How is this team's approach or solution different from that of other teams/existing solutions?</p> <p><u>Generic solution</u> Generic solutions are ones that are easy to come up with and don't seem very well thought out. They may be very unoriginal or solutions that have been tried many times before but have been unsuccessful. The team does not appear to have put a lot of thought into the solution. The solution may not be feasible, appropriate or specific to the SE / SV.</p> <p><u>Unique solution</u> Though solutions do not have to be groundbreaking or completely original, it must be unique in the sense that it is designed specifically for the SE and includes various components that make it unique. A unique solution could be an alternative or innovative approach to a traditional or existing marketing strategy.</p> <p>Student teams should be able to provide SEs / SVs with a developed prototype/pitch or easily implementable solution to tackle the SE's / SV's marketing challenge. This may be in the form of a plan for implementation, or evidence of prototyping the solution on a sample group. The solution should be specific to the SE / SV and its challenges and be easily implemented.</p> <p><u>No prototype/easily implementable solution</u> Teams with no prototype/testing typically have less evidence to substantiate the success of their solution.</p> <p><u>Evidence of prototype/easily implementable solution</u> Teams have a well thought out pitch/solution, and strong evidence to substantiate the success of their solution.</p>	<p>25%</p>
<p>IV. Presence of measurable impact</p>	<p>The solutions that are developed by the student team through a process of co-creation with the SE / SV should have a measurable positive impact on the SE / SV. There should be a quantifiable measure of success or of the results that the solution yields for the SE / SV. Student teams may decide on their own metric or determine how they will measure the impact of their solution through a process of operationalization.</p> <p><u>No evidence of measurable impact</u></p>	<p>25%</p>

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	<p>Teams with no evidence of measurable impact are typically unable to quantitatively substantiate the effectiveness of their proposed solution.</p> <p><u>Strong evidence of measurable impact</u> Measurable impacts include things like an increase in users, enhanced company visibility through advertisement, etc. These could be measured via statistics or alternative methods. Teams may select their own metrics/KPIs to support this. Their selection should be justified.</p> <p>The impact should be quantifiable/measurable. Your team may select your own indicators and metrics to measure and evaluate the success of your solution/pitch based on whether you are B2B or B2C. The choice of indicators/metrics must be justified. <i>e.g For online campaign/test:</i></p> <ul style="list-style-type: none"> • Driving web traffic: <ul style="list-style-type: none"> a. Metrics: Time spent on site, # of clicks, # of customers, # of purchases b. Use of analytics platforms to measure traffic c. Have you increased the engagement of your audience in any way 	

Scoring Instructions

Judges will be able to look at the following documents for scoring and evaluation:

1. Final marketing plan
2. Final marketing pitch
3. Evidence of measurable impact
4. Interim Draft
5. Feedback from social enterprises and team mentors

All scoring will take place on YouNoodle, where judges will have access to the above-mentioned documents and will be able to view the judging criteria on their scorecard.

Judging will be based on a holistic consideration of all submitted items (as listed above) and so each item does not have a specific weightage. The judging rubric above will be used to determine which teams enter the Finals. Judging rubric for the finals will include the same criteria but will also include presentation at the Finals.