APP COMPETITION RUBRIC

IDEATION (20 pts total)	1 pt	3pt	5 pt
Evidence of Meaningful Connection to Topic	• No description of problem • No evidence of community connection to problem	• Competitor demonstrates how problem impacts community • Some connection to community is present • There are statistics to backup claims of connection	• Competitor demonstrates problem is very important to community and has potential impact on world • Strong connection to community is present • Community based statistics are evident
Potential Impact on Users	• Competitor has not considered impact on community • No user research	• App could contribute to the a solution that will impact at least one group • User research conducted in community	• Evidence of apps potential positive impact • Competitor adapted app in response to substantial user research and/or testing in community
Innovation	• App is not innovative • Mobile app is not an appropriate tool to address the problem	• Improves or reduces cost of something already in existence **OR** • Raises awareness and drives behavior change **OR** • Applies an existing approach to a new situation	• Fundamentally new solution, use of technology or idea of how to do things
Competitor Analysis	• No evidence of competitor research	• Some evidence of competitor research	• Description of how app or idea changed in response to competitor research

TECHNICAL (20 points total)	1 pt	3pt	5pt
App Function	• It's unclear if app can work • Only first screen is developed	• App is developed beyond login screen • Bugs can be present	• Full functionality of shown in pitch video or app launched in app store
User Experience and Design	• App is missing obvious features • Target audience not considered in design	• App appears easy to navigate and use • Competitor incorporated user feedback	• App well-developed for target audience • Competitor went through and documented at least three cycles of testing and refining
Technical learning	• No explanation of technical learning	• Competitor indicates what learning took place	• Competitor clearly indicates what he/she learned and how it impacted app development
Code Complexity	• Code only has simple commands • Does not use any sensors, phone functions, or databases	• Code includes advanced commands (loops, conditionals) • App uses a sensor or phone function (camera, GPS, text message)	• Competitor includes advanced functions such as using a local or external database with APIs • App uses more than 1 sensor, phone function, or different technology (AI, hardware, etc.)

PITCH (10 points total)	1 pt	3 pt	5pt
Convincing Pitch	• Video is shorter than 3 minutes or longer than 5 minutes • Difficult to understand the problem, community, and competitors ideas • Cannot hear video or understand the language (no subtitles)	• Viewer feels positive the app at the end of the pitch • Pitch would benefit from more techniques to engage the viewer	• Pitch conveys urgency of problem and effectiveness of solution • Creative video • View engaged throughout the pitch
Growth and Perseverance	• Competitor does not share challenges or how their ideas changed • No evidence of growth (learning, technical skills, collaboration)	• Competitor shares how he/she face challenges or dealt with ambiguity • Competitor shows how they grew during process	• Competitor shares journey, how they responded to challenges or ambiguity, and provides insightful reflection on growth
ENTREPRENEURSHIP (20 points total)	1pt	3 pt	5pt
Feasible Marketing Plan	• No strategy to bring app to market	• Clear goals about how to reach target users and details about pricing, promotions, and distributions	• Clear goals and concrete plan to reach target users and has integrated feedback from initial marketing attempts into plan
Financial Stability	• No budget or plan for starting or sustaining the business	• Confusing or unrealistic financial plans to start and sustain business • Budget or research contains flaws	• Clear and realistic financial plans for stating and sustaining the business into the future. • Supported but budgets and research
Overall Strong Business Plan	• Business plan is missing multiple parts	• Competitor has made an effort to create a logical business plan • Aspects of the company, product/service, description or market analysis may need more work	• Business plan is cohesive and realistic • Includes logical company and product or service descriptions, market analysis, and graphics to help viewer understand content
Branding	• Identity of the app is in-cohesive and lacks branding	• App has a clear identity with name, logo, branding, and visuals	• Branding is clear and amplifies the competitors purpose

OVERALL IMPRESSION (*10 points total*)	1pt	3pt	5pt
Future Goals	• Competitor does not share any future plans for their app	• Competitor provides plan for future learning or how to develop their app	• Competitor clearly outlines how they will continue
Do you think this app can be successful?	• Keeping thinking it through! it's not yet clear how the ideas and technology will work • It's unclear how people would use it	• It's on its way! The idea and technology need a little more development but it can get there • The community would benefit from the app	• Absolutely! The idea makes sense and the app is well thought out. • The world would benefit from this app.

*adapted from Technovation Girls competition rubric