



Round 1 Judging Rubric – Social Enterprise (In order to achieve maximum points, students should use research/statistics to back up their assertions whenever possible.)	Score: Low (1) – High (5)	Feedback
Problem/Opportunity How well did the team demonstrate a rich understanding of the problem, and why it is worth solving?		
Solution How well did the team communicate their solution? How well does the team’s solution appear to address the problem and deliver superior value compared to existing alternatives?		
Beneficiaries/Stakeholders To what extent did the team demonstrate a deep understanding of its beneficiaries, as well as the stakeholders who would need to pay for/use/partner with in the venture?		
Team/Barriers To what extent did the team demonstrate understanding of the internal/external resources required to create/deliver its solution, as well as its barriers to entry? Does the team have the necessary skills/resources to deliver the solution and overcome the barriers or a realistic plan to obtain them?		
Financial Feasibility How well does the team explain its plan for revenue generation, and how realistic/attainable do these plans seem?		
Social Impact/WOW Factor (Subject to judges’ opinion) How original and compelling is this solution, and how much of a positive social impact do you believe it could make on its beneficiaries and surrounding community/environment?		
Scoring Chart: 1 – Insufficient 2 – Substandard 3 – Adequate 4 – Meets all expectations 5 – Exceptional	Total: (Max 30) <hr/>	