

	4 – Exemplary	3 – Proficient	2 – Developing	1 – Needs Improvement
Understanding of Problem <i>Nuanced understanding of scope, origins and significance of problem</i>	Our project meets the criteria in the “Proficient” column. In addition, we illustrate an understanding of why this problem continues to persist.	We demonstrate a nuanced understanding of the origins, scope and significance of the problem. We also explain the role of key stakeholders.	We demonstrate a limited understanding of the problem and/or do not address its scope, origins, and significance.	We demonstrate a minimal understanding of the problem, and/or only address one or none of the following: its scope, origins, or significance.
Innovation <i>Inspiring solution that leverages novel or leading-edge technology, addresses an unmet need and distinguishes itself from existing approaches</i>	Our project meets the criteria in the “Proficient” column. In addition, our solution is inspiring, industry-changing, and comprehensively addresses an unmet need in a truly unique way.	We present an original solution that uses solely new or leading-edge tech, addresses a specific, unmet need, and is distinct from other current approaches.	We present a solution that uses some leading-edge tech, partially addresses an unmet need, and has some differences from current approaches.	We present a solution that uses minimal or no emerging tech, does not address an unmet need, and is similar to current approaches.
Technical Feasibility <i>Discussion of underlying technology, plan for technological development, and privacy/safety issues</i>	Our project meets the criteria in the “Proficient” column. In addition, our understanding of the underlying tech is particularly insightful, our research plan is comprehensive, and we provide solutions to issues of safety, privacy, or intellectual property.	We illustrate a clear understanding of the underlying tech. We have a clear research plan for technological development. We discuss issues of safety, privacy, or intellectual property.	We illustrate a general understanding of the underlying tech. We have an unclear plan for technological development, and we minimally discuss issues of safety, privacy, or intellectual property.	We illustrate minimal or no understanding of underlying tech. We do not share a plan for technological development, and we do not discuss issues of safety, privacy, or intellectual property.
Impact <i>Clear relevance to and involvement with target communities</i>	Our project meets the criteria in the “Proficient” column. In addition, we proactively identify ways to engage community members in the design and proposed implementation of our solution.	We explain the relevance of our solution to the target community’s needs and use evidence to show how it will have a positive impact. We also address multiple perspectives from community members.	We investigate the relevance and potential effect of our solution on the target community but use limited evidence in our analysis. We only address one community member’s perspective.	Our solution does not have any clear connections to the needs of the target community.
Scalability <i>Clear path to market potential, revenue streams, and options for large-scale use</i>	Our project meets the criteria in the “Proficient” column. In addition, we present plans to secure additional revenue streams and present environmentally and financially sustainable scalability options.	We illustrate a clear and measurable path to market for our solution, identify clear revenue streams, and present options for large-scale use.	We outline a path to market for our solution, but it is either unclear or immeasurable. Options for revenue streams and scalability are minimal or unrealistic.	We do not outline a path to market for our solution, and options for revenue streams and scalability are minimal or nonexistent.
Communication <i>Clear and engaging delivery and discussion of personal skillsets</i>	Our project meets the criteria in the “Proficient” column. In addition, we discuss how this experience connects to our personal backgrounds, as well as our future growth, and we demonstrate an ability to motivate others to take action, including potential stakeholders.	We communicate clearly and passionately why we are personally invested in taking action on our solution and what specific leadership and tech-oriented skills we can contribute.	We share how we are generally interested in taking action on our solution, and minimally address our personal skillsets.	We begin to express our thoughts, but our message is dry and unclear, and we do not address our personal skillsets.