KnoPro Judging Rubric

1-Problematic; 3-Promising; 5-Professional
Please rate each of the following, on a scale of 1-5, then add up the numbers for a final score.

Introduction   **Score___/5**

☐ Introduces team/self

☐ Uses a "hook" to engage viewer (such as an image, anecdote, or quote)

Communication   **Score ___/5**

☐ Presents in a clear and organized manner that serves the purpose of the message, context, and audience

☐ Applies persuasive and engaging techniques in pitch, using various visual aids to support and explain the solution and process

Purpose *(addresses the problem)*   **Score ___/5**

☐ Provides a summary of the challenge that shows in-depth understanding of the specific problem and a particular audience

☐ Supports insights with evidence (from research, experts, surveys) that emphasizes the importance of the problem and its impact

☐ Shows how solution clearly addresses the problem and audience

Results *(will have an impact)*   **Score ___/5**

☐ Uses relevant evidence to support the potential impact of the idea

☐ Demonstrates use of an iterative process (prototyping and testing) and shares how mentor/user feedback and data helped inform the prototypes

☐ Clearly shows and explains the solution

Originality *(is unique)*   **Score ___/5**

☐ Creates a solution that is unique or adds to an existing solution in a clever way

☐ Represents ideas in an imaginative way

FINAL SCORE (add the points) ___/25

Comments (Optional)