

KnoPro Judging Score Sheet

1-Problematic; 2-Progressing; 3-Promising; 4-Polished; 5-Professional

- 1 – **Problematic:** Major elements are missing, unclear, or need significant improvement.
2 – **Progressing:** Some important elements are there, but more development or clarity is needed.
3 – **Promising:** Meets expectations and shows a solid idea with potential to become stronger.
4 – **Polished:** Well-developed, thoughtful, clear, and close to professional quality.
5 – **Professional:** Exceptionally strong, complete, convincing, and ready for a real-world audience.
-

Idea and Innovation _/5

Presents a clear **product, business, or marketing campaign** that directly addresses the issue. The idea is creative, useful, and offers something new or different.

Problem & Solution _/5

Shows a clear understanding of the **issue** and presents a realistic, meaningful solution. Explains **what the idea is, who it's for, and how it could help the specific problem**.

Research & Evidence _/5

Supports the idea with relevant **research, facts, or data about the issue**. Includes **citations** and uses evidence to strengthen the proposed solution.

Communication & Pitch _/5

Uses a **strong hook** and presents the idea clearly, in an organized and engaging way. Includes **visuals that help explain the idea** and delivers a focused **3–5 minute pitch**.

Feedback & Teamwork *(if done in a group)* _/5

Shows how **feedback was gathered and used** to improve the final idea. **Gives credit to everyone who contributed**, and whenever possible, team members appear in the video.

TOTAL _/25

