

ASSIGNMENT 3.0 RUBRIC

VALUE THIS! INNOVATION TOURNAMENT

A TEAM'S SUBMISSION SHOULD ONLY BE JUDGED BASED ON THEIR THREE-MINUTE VIDEO. AS SUCH, THE ONUS IS ON THE TEAM TO USE THE VIDEO TO DEMONSTRATE THAT THEY MET EACH OF THE CRITERIA.	Point Value
IDENTIFICATION OF SOCIAL OR ENVIRONMENT PROBLEM <ul style="list-style-type: none"> • Clearly identifies a significant social or environmental problem • Clearly articulate the importance of the problem to society • Describes who will benefit by addressing the problem • Outlines the score and magnitude of the problem (i.e. local, national global) both qualitatively and quantitatively and the magnitude or severity of the problem was explained. • Indicates the primary root cause causes of the problem (clearly recognizes the differences between a problem's root cause and its symptoms) • Identifies why current solutions to the problem are not effective 	5
ORIGINALITY AND UNIQUENESS OF THE PROPOSED INNOVATION <ul style="list-style-type: none"> • Is a breakthrough innovation (products, service, delivery system or approach) as opposed to a "me too" or replication of an existing product, service, delivery mechanism or approach. • Is significantly distinct from other approaches to the problem • Has a clearly-identified innovative social value proposition that resonates with the intended beneficiaries. 	5
SOCIAL OR ENVIRONMENTAL IMPACT/VALUE-POTENTIAL <ul style="list-style-type: none"> • There is a clear logic regarding how the innovation will accomplish its mission and create value/impact. • The innovation is likely to generate significant social impact above and beyond current approaches. (Impact comes in many different forms: financial, educational, artistic, humor, awareness, behavior changing, relationship building, peacemaking, etc.) • The solution has the potential to be replicated by others. 	5
SOCIAL OR ENVIRONMENTAL IMPACT/VALUE-DEFINED <ul style="list-style-type: none"> • The project made clear how the impact/value was defined. One guideline is that more weight will be awarded to projects in which teams actually implement their ideas rather than simply talk about their ideas (i.e. team actually went out into the community and had an impact as opposed to just making an advertisement or promotional video that only demonstrates the potential value). • The mystery object was used to create the impact/value - it was central to the process and the value couldn't have been created without it. For example, selling widgets to raise money for a charity wouldn't score highly because the charity could have been more central to the value proposition than the mystery object. A team doing well on this will have shown that they found a way to take the mystery object, turn it into something that has value on its own, and demonstrate that value. (For example if the mystery object was a flower pot... students should not entertain an innovation strategy that involves planting seeds in the pot or using the flowerpot for its intended purpose.) 	5

VIDEO PRESENTATION QUALITY	5
<ul style="list-style-type: none"> The video presentation “Wows” the viewer with a coherent story and <u>line of logic</u> leaving a lasting impression. The team’s 3-minute video helped make the ‘pitch’ more effectively gaining support from key stakeholders. A story connecting emotionally as well as rationally was presented with energy and conviction. The video communicated the problem, created a sense of urgency and showcased how the innovation is a breakthrough solution to the problem at hand. 	

TOTAL POINTS **25**