

Category	Excellent (9–10)	Good (7–8)	Fair (5–6)	Needs Improvement (3–4)	Incomplete (0–2)
Problem Identification & Relevance (10 pts)	Problem is clearly defined, specific, and grounded in a real community need; target users and context are clearly explained	Problem is clear and relevant but somewhat broad or missing minor context	Problem is identified but vague, generic, or weakly connected to a real need	Problem is unclear, confusing, or poorly explained	Problem is not identifiable or irrelevant
Solution & Innovation (10 pts)	Solution is original, well-designed, and directly addresses the stated problem	Solution is logical and relevant but lacks originality or full development	Solution partially addresses the problem but is underdeveloped	Solution is unrealistic, unclear, or poorly matched to the problem	No clear solution presented
Feasibility & Execution Plan (10 pts)	Clear, realistic plan with achievable steps, basic timeline, and thoughtful use of resources	Plan appears feasible but lacks detail in timeline or resources	Execution plan is mentioned but feasibility is uncertain	Plan is unrealistic or ignores key constraints	No execution plan provided
Impact & Scalability (10 pts)	Strong potential for meaningful impact; solution can scale locally or to other communities	Clear impact on a defined group but limited scalability	Impact is stated but not well explained	Impact is minimal, unrealistic, or unclear	No clear impact identified
Communication & Clarity (Video) (10 pts)	Idea is communicated clearly and confidently; video is well-structured.	Explanation is mostly clear with minor organization or pacing issues	Understandable but confusing in places	Difficult to follow or poorly organized	Video does not communicate the idea clearly