

2014 Final Deliverables

- App prototype- A screenshot of the app
- Presentation slide deck (please use Power Point if possible)
- Pitch Video on YouTube under 4 minutes (+/- a few seconds)
- Demo Video on YouTube under 4 minutes (+/- a few seconds)
- Business plan – typed and in PDF format
- 100-word app description

Judging Rubric

DIRECTIONS: Evaluate these items objectively to the extent that you can. It is ok for every team to gain the highest score in each of these items. In fact if the team completed the entire Technovation curriculum, they should receive a perfect score on every item in this section.					
Objective items	0	2	4	SCORE	
Did the girls identify a real problem in their community?	No	It somewhat, but not fully, addresses a local, real problem	Yes		
Does the app solve the problem that they identified?	No	It somewhat, but not fully, solves the problem	Yes		
Is the prototype they submitted fully functional? (It should contain at least 3 screens with all buttons and links functional and no obvious bugs.)	No, there are major defects.	Mostly, except for a few minor issues. I can still get the general idea.	Yes		
DIRECTIONS: Evaluate these items according to your expert, subjective judgment. These items should be measured relative to the quality of the other apps you judge in your pool. Every team should not be capable of receiving the highest score- these items should rank the different entries from ones that just fulfill the requirements to ones that are truly extraordinary.					
Subjective items	2	4	6	8	SCORE
Overall Pitch Quality. Is the Pitch compelling, and would you invest resources in this team?	Not at all	Possibly	Compelling, I would invest	Yes! Top of my investment portfolio	
	1	2	3	4	SCORE
Business Plan. Do they have a sound business plan? (thorough market analysis, viable marketing plan, etc.)	Not at all	A little	Quite a lot	Definitely	
Future Vision. Do they have a practical vision for extending the capabilities of their app beyond the prototype?	Not at all	A little	Quite a lot	Definitely	
Dynamic Functionality. Does the app go beyond static content and include dynamic functionality?	Not at all	A little	Quite a lot	Definitely	
User Interface. Is the app's interface intuitive and easy to use?	Not at all	A little	Quite a lot	Definitely	
Bonus Points! Does the App include the following?			0	2	SCORE
External Data Integration (calls data from an external API)			No	Yes	
An Especially Creative Design			No	Yes	
TOTAL SCORE					