

Upcycle Enterprise Innovation Competition Rubric

RUBRIC	Score: Low (1) – High (10)
<p>Concept Creativity & Value Is the social enterprise innovation creative and unique to the community/user being served? What impact does the problem have if not solved? How much will the community/user benefit?</p>	
<p>Concept Feasibility Are unique and meaningful benefits (both immediate and long term) described? Are the number of people that can be served by the social innovation identified? Is the concept sustainable?</p>	
<p>Physical Representation Creativity Is the physical representation created original and compelling?</p>	
<p>Physical Representation Design Is the physical representation design visually captivating? Does the design help achieve the concept functionality and feasibility?</p>	
<p>Pitch Video Is the team engaging in storytelling to describe their concept? Does the team effectively articulate all the other 4 rubric points (above) in their video?</p>	
	<p>Total: (Max 50) _____</p>