



Impact League Judges Rubric



Empathize & Define (20% of total score)	
Has the student clearly identified a specific customer group and described their problem or unmet need? <i>High score 5: Deep understanding of a real need; clearly profiles customer</i> <i>Low score 1: Vague or missing problem; unclear who is impacted</i>	
Ideate (30% of total score)	
Is the idea creative and well-suited to solving the stated problem? <i>High score 5: Idea is original, well-suited to the need, and explained with confidence</i> <i>Low score 1: Idea is unrealistic, confusing, or unrelated to prompt</i>	
Marketing & Competitive Advantage (15% of total score)	
Is the idea memorable, and does it offer something different? <i>High score 5: Creative name, clear point of difference, competitive insight</i> <i>Low score 1: Generic or no clear reason why it stands out</i>	
Innovation & Feasibility (15% of total score)	
Is the solution innovative and feasible (even in early-stage form)? <i>High score 5: Idea is unique or first-of-its-kind; clearly explained how it could work</i> <i>Low score 1: Idea lacks innovation or feasibility</i>	
Challenge & SDG Alignment (10% of total score)	
Does the idea clearly respond to the chosen challenge and related SDG? <i>High score 5: Directly addresses the challenge and promotes the SDG</i> <i>Low score 1: Doesn't match the challenge or SDG at all</i>	
Reflect & Impact (10% of total score)	
Does the student explain why their idea matters and who it benefits? <i>High score 5: Clear reflection on impact and value to community; meaningful explanation</i> <i>Low score 1: No clear reason why the idea is important or helpful</i>	