NFTE World Series of Innovation

Impact League Judges Rubric

Empathize & Define *(20% of total score)*	
Where to look: *Part II — "Who is experiencing the problem you are working to solve?" and "What problem or need are you trying to solve for your customer?"* Has the student clearly identified a specific customer group and described their problem or unmet need? ***High score 5:*** *Deep understanding of a real need; clearly profiles customer* ***Low score 1:*** *Vague or missing problem; unclear who is impacted*	**Score** ___ / 5
Ideate *(25% of total score)*	
Where to look: *Part III, first part of the answer — the idea itself and how it would work* Is the idea creative and well-suited to solving the stated problem? ***High score 5:*** *Idea is original, well-suited to the need, and explained with confidence* ***Low score 1:*** *Idea is unrealistic, confusing, or unrelated to the prompt*	**Score** ___ / 5
Marketing & Competitive Advantage *(15% of total score)*	
Where to look: *Part III, closing part of the answer — what makes the idea different; and the idea name in Part I* Is the idea memorable, and does it offer something different? ***High score 5:*** *Creative name, clear point of difference, competitive insight* ***Low score 1:*** *Generic, or no clear reason why it stands out*	**Score** ___ / 5
Innovation & Feasibility *(10% of total score)*	
Where to look: *Part III — how the student explains the idea would actually work* Is the solution innovative and feasible, even in early-stage form? ***High score 5:*** *Idea is unique or first-of-its-kind; clearly explained how it could work* ***Low score 1:*** *Idea lacks innovation or feasibility*	**Score** ___ / 5
Challenge & SDG Alignment *(10% of total score)*	
Where to look: *Part I — challenge selected; Part III — idea description* Does the idea clearly respond to the chosen challenge and its related SDG? ***High score 5:*** *Directly addresses the challenge and promotes the SDG* ***Low score 1:*** *Doesn't match the challenge or SDG at all*	**Score** ___ / 5
Implementation & Sustainability *(10% of total score)*	
Where to look: *Part IV — funder/support type selected, and "How would your solution remain sustainable?"* Has the student thought through how this idea could realistically continue or grow? ***High score 5:*** *Specific, credible reasoning for how the idea could be supported and sustained* ***Low score 1:*** *No real thought given to how it would continue; funder type picked with no reasoning behind it*	**Score** ___ / 5
Reflect & Impact *(10% of total score)*	
Where to look: *Part V — "What did working on this challenge teach your team about the problem, and what's one thing you'd want to explore further?"* Does the student or team show genuine reflection on what they learned, with a real next step identified? ***High score 5:*** *Specific, genuine reflection on what the team learned, with a thoughtful next step* ***Low score 1:*** *Generic or missing reflection; no clear next step identified*	**Score** ___ / 5