



## Judging Rubric

Dear Judges

Thank you for taking time to review and provide feedback on the apps created by teams across Australia and New Zealand in the Search for the Next Tech Girl Superhero competition. Your scores and feedback will be available to the teams at the end of the season.

We request you to take time to provide thoughtful feedback to help the girls to improve their apps.

This document is a template only. The judging will occur online.

Please send any questions to [info@techgirlsmovement.org](mailto:info@techgirlsmovement.org)



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Ideation Score	0	1	3	5	Score	Comments
Did the team identify a real problem in their community?	No	The problem identified is more of a nuisance, and does not have larger social implications.	The problem seems to be real, but could use a little more detail.	Yes		
Does the App address the problem they identified?	No	The app addresses a tangential problem.	The app addresses some parts of the problem.	Yes		
<i>10 maximum possible points</i>						
Technical Score	0	1	3	5	Score	Comments
Is the prototype they submitted fully functional? (All buttons & links are functional and no obvious bugs)	No	Only superficial functionality. (i.e. screen transitions)	Mostly, except for a few minor issues. I can still get the general idea.	Yes, no bugs that I could see.		
Does the prototype go beyond static information? (e.g. calls another app on the phone, saves information to an external server to coordinate multiple users, etc)	No, only information stored directly in the app is used.	The app uses other resources, but it seems unnecessary for the purpose of the app.	Mostly, but there are one or two other places where the app could have used an external service to be more effective	Yes, the app uses multiple resources and does so effectively.		
Does the prototype match the feature list defined in their product description?	No	Less than half of the features listed are in the prototype and minimal explanation for why features are missing.	More than half of the features are in the prototype, and there's a reasonable explanation for the missing features.	Yes, everything stated is included.		
User Interface. Is the UI intuitive and easy to use?	No	All the functionality is there,  but I had to watch the demo video to and read the product description to understand the app.	The app was obvious after thoroughly reading the product description.	A quick skim of the defined problem and product description was enough to understand how to use the app.		
<i>20 maximum possible points</i>						
Entrepreneurial score						
(Business Plan and Pitch Video - broken down into its components)	None	1	2	3		
Product Description	None	A short and vague description.	Describes the app, but value of the app is vague.	Describes app and value added.		
Potential Market Size	None	Groups of people mentioned, but no estimates done.	Estimates done and some groups defined. Could have been more thorough.	Estimates done and groups defined. Estimates clearly explained.		



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Competitive Analysis	None	Competitors are named, but explanations are sparse or nonexistent.	Competitors are named, and explanations are provided. Could have been more thorough.	Analysis is exhaustive.		
Potential Revenue	None	Calculations are suspect, and explanations are unclear.	Calculations exist, but basis of the calculations could use more explanation.	Calculations and explanations are thorough and believable.		
Branding & Promotion	None	A logo or promotional sources are included, but explanations are sparse or nonexistent.	Logo and limited promotional sources are included. Explanations for promotional plan could be more thorough.	Logo and promotional plans are included, well explained and exhaustive.		
				<i>15 maximum possible points</i>		
Overall Impression - Award points based on which ones gave the best pitch in your batch.	0	2	5	10		Comments
<b>Overall Pitch Quality</b> - Is the Pitch compelling? Can you see this app being used by consumers?	Not at all. Argument was flawed and difficult to follow.	I understand their argument, but I'm not sold.	Compelling arguments were made, and a small following may form.	Yes! The argument was compelling enough to think this app has true growth potential.		
				<i>10 maximum possible points</i>		
Deliverables (subtract 1 point for each item missing)	Pitch Video	Demo Video	Prototype Source code	Screenshots	100-word app description	Business plan
<b>Bonus points: Has the app already been launched the the Play Store or App Store? (2 possible bonus points)</b>						
<b>TOTAL SCORE</b>			<b>55 maximum total points</b>			