

NH Social Venture Innovation Challenge

Video and Written Proposal Scoring Rubric

JUDGING PROCESS:

- Judges will use several criteria in evaluating submissions, outlined in the following rubric
- The rubric has been carefully designed to be consistent with the nature of the SVIC Challenge: that is one that seeks initial concepts or proposals, not fully developed business plans
- Judges will assess the combination of the 3-minute video and the 2-page written proposal in assessing submissions
- Mentors or Faculty Advisors are also encouraged to use these criteria when providing feedback to contestants
- The same criteria apply to both the Preliminary Round (online), as well as the Final Round (Durham) of judging
- Please note, for the Final Round of judging, the scoring will also be based on the judge's evaluation of the team's introduction, although the two-page submission and video will be used as a key component of judging

CRITERIA:

A. Identification of Social, Economic or Environmental Problem (20%):

There are a wealth of social, economic and environmental problems facing our region, nation and world. These span a wide spectrum of issues including those outlined in the United Nations Sustainable Development Goals (SDGs):

Goal 1: No poverty

Goal 2: Zero hunger

Goal 3: Good health and well-being
for people

Goal 4: Quality education

Goal 5: Gender equality

Goal 6: Clean water and sanitation

Goal 7: Affordable and clean energy

Goal 8: Decent work and economic growth

Goal 9: Industry, Innovation, and
Infrastructure

Goal 10: Reducing inequalities

Goal 11: Sustainable cities and
communities

Goal 12: Responsible consumption and
production

Goal 13: Climate action

Goal 14: Life below water

Goal 15: Life on land

Goal 16: Peace, justice and strong
institutions

Goal 17: Partnerships for the goals

In assessing this criterion please consider the following:

1. Clearly identifies a significant social, economic or environmental problem
2. Clearly articulates the importance of the problem to society
3. Describes who will benefit by addressing the problem
4. Outlines the scope and magnitude of the problem (i.e. local, national, global) both qualitatively and quantitatively, and explains the magnitude or severity of the problem through leading or lagging indicators
5. Identifies the primary root cause(s) of the problem (clearly recognizes the difference between a problem's root cause and its symptoms)
6. Identifies why current solutions to the problem are not effective or efficient

Score	Category	Description
1	Low	Poorly defined, limited justification, limited scope and magnitude
3	Medium	Clearly defined, moderate justification, moderate scope and magnitude
5	High	Fully defined and justified with broad scope (local, national and global)

B. Originality & Uniqueness of the Proposed Social Venture Innovation (20%):

The Social Venture Innovation Challenge seeks to encourage the most innovative ideas to address significant and pervasive social problems. Innovation is a subjective term, and while judges should rely on their own perspective, they should carefully consider the following:

1. Is it a breakthrough innovation (product, service, delivery system or business approach) as opposed to a “me too” or replication of an existing product, service, delivery mechanism or business approach?
2. Is it significantly distinct from other organizations and existing approaches to the problem?
3. Does it have a clearly-identified innovative social value proposition that will resonate with the intended beneficiaries?

Score	Category	Description
1	Low	Low innovation, or an interesting, but not a fundamentally different, unique, unlikely to offer significant improvement over current approaches
3	Medium	Distinctive or unique innovation, or creative, new application of an existing approach, likely to offer solid improvement over current approaches
5	High	Breakthrough innovation that can deliver significant improvement over current approaches

C. Social/Economic/Environmental Impact Potential (20%)

The Social Venture Innovation Challenge seeks approaches which can have significant social, economic or environmental impact related to the venture’s core mission, and also that operate in ways which respect all types of environmental and human capital.

In assessing this criterion please consider the following:

1. Is there clear logic regarding how the Social Venture will accomplish its mission and create impact? (i.e. how outcomes will change for intended beneficiaries)
2. Is it likely to generate significant social impact above and beyond current approaches?
3. Is this a solution which has the potential to be replicated and scaled?
4. What scale of impact, with quantifiable measures (appropriate to the desired outcomes,) does or could this organization produce?
5. Potential social impact projections are based on reasonable assumptions and credible data
6. Does the social venture’s approach also respect broad environmental concerns and human rights?

Score	Category	Description
1	Low	Unclear, or limited social impact, represents only incremental improvement over existing approaches
3	Medium	Moderate social impact, represents solid improvement over current approaches
5	High	Potential for significant breakthrough in impact

D. Business Model/Financial Sustainability (20%)

A core principle of Social Ventures is that they are as financially self-sufficient as possible, decreasing reliance on grants, donations or subsidies. While the aspiration of the Social Venture Innovation Challenge is to create ventures that can be self-sustaining through earned revenues in the medium-long term, we fully recognize that many social ventures will need some subsidy as a part of its capital mix, especially for a start-up.

The Social Venture Innovation Challenge seeks ideas that can achieve social impact(s) over a sustained time period, without exhausting available financial, environmental or human resources.

In assessing this criterion please consider the following:

1. The innovation will stand the test of time, and is sustainable over a reasonable time period
2. Business model is financially feasible (business has the potential to be fully self-financing after initial start-up, and value created is greater than costs incurred)
3. Approach is fundable (attractive for investors)
4. The innovation is workable, and can be easily implemented in a reasonable time

Score	Category	Description
1	Low	Unclear, or limited rationale and support for financial sustainability
3	Medium	Credible rationale and support for financial sustainability
5	High	Strong rationale and support for financial sustainability

E. Presentation Quality (Write-up, Video and Pitch or Presentation) (20%)

Success in the Social Venture Innovation Challenge depends, in part, on how effectively social entrepreneurs and aspiring social entrepreneurs can communicate their ideas. Good presentation skills (written and video) can help make the “pitch” more effective and can gain support from key stakeholders. Strong presentations will tell a story that connects emotionally, as well as rationally, and be presented with energy and conviction.

Score	Category	Description
1	Low	Weak presentation, unclear communication of ideas
3	Medium	Good presentation, but some difficulty communicating ideas
5	High	Exceptional Presentation that “WOWS” the judges and key stakeholders with a coherent story, and leaves a lasting impression