XPRIZE Pitch Assessment Criteria coendures

Overview	
The final pitch aligns with the XPRIZE domains:	• Bio-diversity + Conservation • Climate + Energy • Health • Food + Water + Waste
Content Requirements	• **Foster the power of storytelling:** Engage the audience with a compelling narrative. • **State the impact:** Clearly articulate the significance and potential impact of the idea. • **State the 'what if we don't':** Highlight the consequences of inaction. • **Wrap up with 'imagine this':** Inspire the audience with a vision of the future if the idea is implemented.
Structure Requirements	• **Engaging presentation:** Maintain audience interest throughout the pitch. • **Excellent video quality:** Ensure professional visual and audio quality. • **Less than 5-minute video:** Keep the presentation concise and within the time limit.

Category 1: Champion of champions

Criteria	1st Prize	2nd Prize	3rd Prize
Storytelling	Exceptionally compelling storytelling that captivates the audience and perfectly aligns with the pitch.	Strong storytelling that engages the audience and aligns well with the pitch.	Good storytelling that somewhat engages the audience and aligns with the pitch.
Total Score			
Impact Statement	Clearly and powerfully states the impact of the idea, supported by strong evidence and examples.	States the impact of the idea clearly, with good evidence and examples.	States the impact of the idea, but with evidence and examples.
Total Score			
What If We Don't	Clearly and persuasively highlights the consequences of inaction, creating a strong sense of urgency.	Highlights the consequences of inaction, with a good sense of urgency.	Mentions the consequences of inaction but establishes limited urgency.
Total Score			
Imagine This	Inspires the audience with a vivid and exciting vision of the future if the idea is implemented.	Provides a clear and engaging vision of the future if the idea is implemented.	Provides a vision of the future if the idea is implemented but lacks excitement.
Total Score			
Innovation and Technology	Demonstrates exceptional innovation and technology integration, with a compelling vision of the future.	Demonstrates strong innovation and technology integration, with a clear vision of the future.	Demonstrates some innovation and technology integration, with a basic vision of the future.
Total Score			
Presentation Skills & Video Quality	The presentation is highly engaging, professional and maintains audience interest throughout, with excellent clarity, coherence, and professional visual and audio quality, all under a 5-minute timeframe	Engaging presentation that maintains audience interest, with good clarity and coherence. Good Visual and audio quality. Remaining in line with a 5min requirement.	Presentation that maintains some audience interest, with basic clarity and coherence. Basic Visual and audio quality. Remaining in line with a 5min requirement.
Total Score			

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Category 2: Innovation

Best use of innovation and technology
Recognising the pitch with the strongest use of technology and digital innovation.

Criteria	Inspiring (5)	Promising (4)	Developing (3)	Emerging Potential (2)	Score
Technology Integration	The use of technology is seamlessly integrated and enhances the overall concept significantly.	The use of technology is well integrated and adds value to the concept.	The use of technology is somewhat integrated but could be more cohesive.	The use of technology is poorly integrated and does not enhance the concept.	
Digital Innovation and Future Vision	Demonstrates cutting-edge digital innovation and provides a compelling vision of the future, inspiring excitement and interest.	Demonstrates notable digital innovation with a clear vision of the future, with some excitement.	Demonstrates some digital innovation and provides a vision of the future but lacks excitement.	Demonstrates minimal digital innovation and provides a minimal or unclear vision of the future	
Making an impact	The idea is presented in a way that clearly demonstrates its significance and importance, supported by clear examples or evidence	The importance of the idea is shown, though additional strong reasons or examples could enhance the argument	The idea's importance is mentioned, but the argument is not entirely convincing.	An attempt is made to show the idea's importance, but more solid reasons or proof are needed.	
Gaining our support	The concept is well formed and convincing	The concept is believable, but a few spots could be improved	The concept is formed but lacking the belief	The concept is created but rarely referred back to.	
TOTAL					

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Category 3: Problem solving

Best application of critical thinking and problem solving
Recognising the pitch with the strongest application of design thinking: demonstrating reflective judgement, insightful analysis and strategic thought.

Criteria	Inspiring (5)	Promising (4)	Developing (3)	Emerging Potential (2)	Score
Problem Solving	Demonstrates exceptional problem-solving skills, effectively addressing all aspects of the problem.	Demonstrates strong problem-solving skills, effectively addressing most aspects of the problem.	Demonstrates basic problem-solving skills, addressing some aspects of the problem.	Demonstrates limited problem-solving skills, addressing few aspects of the problem	
Design Thinking	Applies design thinking principles exceptionally well, demonstrating innovative and user-centered solutions.	Applies design thinking principles well, with some innovative and user-centered solutions.	Applies design thinking principles with basic user-centered solutions.	Applies design thinking principles minimally, with limited user-centered solutions.	
Making an impact	The idea is presented in a way that clearly demonstrates its significance and importance, supported by clear examples or evidence	The importance of the idea is shown, though additional strong reasons or examples could enhance the argument	The idea's importance is mentioned, but the argument is not entirely convincing.	An attempt is made to show the idea's importance, but more solid reasons or proof are needed.	
Gaining our support	The concept is well formed and convincing	The concept is believable, but a few spots could be improved	The concept is formed but lacking the belief	The concept is created but rarely referred back to.	
TOTAL					

Category 4: Creativity

Most creative application

Recognising the submission that best draws upon innovation, inspiration and imagination to illustrate a visionary solution within their pitch.

Criteria	Inspiring (5)	Promising (4)	Developing (3)	Emerging Potential (2)	Score
Creativity in Execution	The execution of the idea is highly creative, using innovative methods and approaches.	The execution of the idea is creative, with some innovative methods and approaches.	The execution of the idea shows some creativity but lacks innovative methods.	The execution of the idea shows minimal creativity and lacks innovative methods.	
Imagination	Exhibits exceptional imagination, creatively addressing the problem with visionary ideas.	Exhibits strong imagination with creative and visionary ideas.	Exhibits some imagination with a few creative ideas.	Exhibits minimal imagination with limited creative ideas.	
Making an impact	The idea is presented in a way that clearly demonstrates its significance and importance, supported by clear examples or evidence	The importance of the idea is shown, though additional strong reasons or examples could enhance the argument	The idea's importance is mentioned, but the argument is not entirely convincing.	An attempt is made to show the idea's importance, but more solid reasons or proof are needed.	
Gaining our support	The concept is well formed and convincing	The concept is believable, but a few spots could be improved	The concept is formed but lacking the belief	The concept is created but rarely referred back to.	
TOTAL					

Category 5: Social Justice

Best pitch for humanity and social justice

Recognising the strongest pitch that seeks to negate unfair treatment or biased behaviours facing modern-day society.

Criteria	Inspiring (5)	Promising (4)	Developing (3)	Emerging Potential (2)	Score
Understanding Social Justice	Demonstrates a profound understanding of social justice issues, clearly articulating the problem and its impact on society.	Demonstrates a strong understanding of social justice issues with minor gaps.	Demonstrates a basic understanding of social justice issues with some gaps.	Demonstrates limited understanding of social justice issues with significant gaps.	
Relevance and Urgency	Clearly highlights the relevance and urgency of addressing the social justice issue, making a compelling case for action.	Highlights the relevance and urgency of the issue, though some areas could be more compelling	Mentions the relevance and urgency of the issue but lacks a compelling case.	Minimally highlights the relevance and urgency of the issue, with little compelling case	
Making an impact	The idea is presented in a way that clearly demonstrates its significance and importance, supported by clear examples or evidence	The importance of the idea is shown, though additional strong reasons or examples could enhance the argument	The idea's importance is mentioned, but the argument is not entirely convincing.	An attempt is made to show the idea's importance, but more solid reasons or proof are needed.	
Gaining our support	The concept is well formed and convincing	The concept is believable, but a few spots could be improved	The concept is formed but lacking the belief	The concept is created but rarely referred back to.	
TOTAL					