## Applicant name: ____________________

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<thead>
<tr>
<th>Category</th>
<th>Criteria</th>
<th>Comments</th>
<th>Score</th>
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| **Problem** (5 points) | • Project focuses on an important societal problem  
                          • Team addresses motivation for solving this problem  
                          • Team is incorporating research, data, and evidence to better understand their problem |          |       |
| **Solution** (5 points) | • Proposed solution connects directly to the problem that is being addressed  
                          • Team is aware of the market landscape and has positioned themselves to be different from established initiatives that occupy a similar space  
                          • Proposed solution creates a better normal |          |       |
| **Structure** (5 points) | • Delivery of information is clear and concise  
                           • Layout is easy to follow and logical |          |       |
| **Design** (5 points) | • Information design quality allows for efficient and effective understanding of contents  
                           • Aesthetic design is uncluttered and pleasant  
                           • Presented information is clear and concise |          |       |

Total: /20 points