

New Innovations in Emergency

Medicine Competition

Evaluation Criteria and Guidelines

Name

Title

Total Score

Score

1. **Problem Definition:** Does the candidate have a clear and deep understanding of the problem? Is there a clear pain-point their idea is addressing? Is the societal or market need clearly articulated? Do they understand the ecosystem that surrounds the problem?
 - 5 = Clearly defined the problem and demonstrates a deep understanding of how the idea fills the need
 - 3 = Clear on the problem, but not articulate on how the idea meets the need (or vice versa)
 - 1 = Unclear or demonstrates a limited understanding of the problem

Score

2. **Market (Customer/User) Definition:** Did the candidate talk to users and customers to validate assumptions? Is their user and customer well-defined? Does the candidate understand their user's need?
 - 5 = Conducted excellent customer discovery, reaching out and listening to a range of potential parties in effective ways, learning from their experiences, and making significant adjustments when necessary.
 - 3 = Conducted some customer discovery and has made some adjustments based on what they have learned.
 - 1 = Not conducted significant (or effective) customer discovery.

Score

3. **Product Definition:** Has the candidate clearly defined a product or solution? Is the value proposition clear? Does the product address a clear pain point and the needs of their defined user and customer?
 - 5 = Clearly-defined solution that is well matched to customer needs.
 - 3 = Clear solution, but is not clear on how it meets the need.
 - 1 = Unclear product definition.

Score

4. **Innovation:** Is their solution distinctive or fundamentally different from existing approaches? Could their solution viably be implemented and sustained in the real world? Would their solution inspire people to support it - and you?
 - 5 = Breakthrough innovation that potentially changes how impact is achieved; generates enthusiasm and support.
 - 3 = Moderately innovative; different but not game-changing.
 - 1 = Interesting idea, but not fundamentally or distinctively innovative.

- Score**
5. **Sustainability:** Has the candidate developed a plan for the sustainability of their innovation? (*For this competition, sustainability means the ability to continually generate revenue to sustain the operations of the innovation/venture.*)
- 5 = Displays a solid plan to make the project's operations sustainable.
 - 3 = Displays thought about how to make the project's operations sustainable, but still has significant gaps in its plan.
 - 1 = Does not have a viable plan for how to sustain the project's operations.

- Score**
6. **Potential for social impact:** Does the candidate clearly define a societal problem? Does their solution demonstrate the potential to change how impact is achieved? Does their solution make life better for their target population? How much potential exists for scaling their product's social impact?
- 5 = Clearly defined the potential for exceptional impact.
 - 3 = Demonstrates believable impact on a modest scale.
 - 1 = Demonstrates unclear or limited impact.

- Score**
7. **Presentation and Other Strengths:** Was the presentation professional and well-practiced? Is there anything else that the candidate has done exceptionally well?
- 5 = Demonstrates exceptional, participatory presentation skills that integrate all strengths and abilities. Project is professional in appearance, and is strong in its overall cohesion and related skills.
 - 3 = Demonstrates moderate presentation and cohesion/related skills, but would benefit from further guidance and practice.
 - 1 = Not comfortable or is ineffective in presentation skills and/or team cohesion and related skills.

Optional additional Grading Category:

- Score**
1. **Scalability/Growth Modification:** Is the product capable of being scaled? Can it be duplicated with consistency, meet continuous standards, and be replicated in such a way that it can be produced and produced again without constantly being reinvented or adjusted?