Judging Criteria

**Prepare your presentation.**

# Project Submission

## (PowerPoint presentation no longer than ten slides and link to team’s video using the submission template)

**Complete the submission Title Slide**

* Along with your team’s name, include a link to your team video. Video must not be longer than two (2) minutes in duration that pitches the Team’s Entry and includes the Team’s name and country or state, the “AI for Good” category chosen, the Problem the Team intended to solve, the Team’s Concept; and the takeaways that the Team Members learned from their involvement in the Contest. Except for image or audio and video recordings, the video must not include any additional personally identifying information about any individuals appearing in the Video (e.g., no nametags or mention of “Hi, my name is Rosa.”). Provide permission and access to your video for anyone with the link.

**State your Problem**

* Summarize the problem clearly and identify the AI for Good category you chose:
  + AI for Earth
  + AI for Accessibility
  + AI for Cultural Heritage
  + AI for Humanitarian Action
  + AI for Health
* Try to be specific about the problem you are solving. For example, rather than writing 'climate change' perhaps write something more specific like 'emissions from airplanes.' Summarize your research and list the resources your team used to help understand the problem. Consider using statistics here or detailing why the problem is such an issue.

**Describe your Concept**

* Generally, describe how your project solves a problem. What is your AI for Good concept? This is your chance to tell us exactly what your AI does. Use these slides to creatively show the judges what your AI looks like, what it does, and how people will use it. For example, it may:
  + Create or improve something that will eventually lead to a solution to the real-world problem
  + Create or improve a service that addresses the real-world problem
  + Communicate a message to an audience responsible for addressing the real-world problem or its consequences.

**Define your use of Artificial Intelligence**

* It is important that you describe how your concept is AI. The easiest way to do this is to explain which cognitive services you have used, and which APIs you have brought into the design of your concept. Describe the format of the project and how it uses AI (be specific, how will it work, what form will it take, and why is it the best solution for engaging the real-world problem).

**Outline your concept’s Impact**

* How will your concept solve the problem that you identified? What is the potential impact of the concept? Detail here how it may change lives or the environment and the scale at which it might do this.
* Creatively show how your project engages the problem and why this solution is needed.

**Express Ethics and Cybersecurity**

* How have you considered ethics in the creation of your project? Identify how your concept aligns to each of the Microsoft ethics principles: Fairness, Reliability, and Safety; Privacy and Security; Inclusiveness; Transparency; and Accountability (e.g., “We believe our AI idea is fair/inclusive/reliable & safe/transparent/private & secure and accountable because...”)
* In particular for this year's Imagine Cup Junior, make sure you discuss how you have thought about cybersecurity on that slide.

**Sources (optional slide)**

* Should you reference any data, examples or other information sourced from existing websites or documents, please ensure you list these on the sources slide.

**Judging Criteria**

Judges will assign 1, 2, or 3 points for each criterion below:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Low (1 point)** | **Medium (2 points)** | **High (3 points)** |
| **Innovation:** How original is the Solution? | The Solution lacks innovation. It is already in existence, or is an idea put forward by many student Teams. | The Solution shows some innovation. It is an addition to an existing AI approach or shows good creativity. | The Solution is exceptionally innovative. It is either completely new or represents an exciting update on an existing AI approach. |
| **Artificial Intelligence:** How strong is the Solution? How has the Solution leveraged Microsoft API tools? | The Solution may be an example of technology but does not have elements of AI in it. | The Solution draws on the broader Microsoft Cognitive Services. | The Solution goes deeper to intelligently draw on APIs that sit under the Microsoft Cognitive Services. |
| **Impact:** What is the potential quantitative and qualitative global impact of the Solution within the selected “AI for Good” category? | The Solution’s potential for good is not high. | The Solution has potential to make an impact in one of Microsoft’s “AI for Good” categories. | The Solution has enormous potential to make an impact in one of Microsoft’s “AI for Good” categories. |
| **Creativity:** How creatively was the Solution presented? | The Team presented the Solution in a basic manner using the PowerPoint template. | The Team made a good effort to present the Solution creatively using the PowerPoint template. | The Team was exceptionally creative in how it presented the Solution using the PowerPoint template, and the Team used drawings, simulations, videos or other formats to support their submission. |
| **Ethics:** How well does the Solution meet the Microsoft AI principles of fairness, inclusiveness, reliability and safety, privacy and security, transparency and accountability? | The Team did not engage with the Microsoft AI principles to explain the Solution. | The Team made a good effort to align the Solution with the Microsoft AI principles. | The Team had a strong alignment with Microsoft’s AI principles and had a strong understanding of the cybersecurity considerations of the Solution. |
| **Cybersecurity:** How well has the Entry accounted for cybersecurity? Is the Solution cyber safe? | The Team did not consider the cybersecurity risk of the Solution. | The Team made a good effort to reduce the cybersecurity risk of the Solution. | The Team demonstrated good knowledge and creativity to reduce the cybersecurity risk of the Solution. |