

# ***How to Judge***

Thank you for helping out with the Pennvention competition as a judge for the First Round. Judging is divided up into three components to help students structure their ideas to be most successful. Each component is scored out of 10, **with 10 being the highest score, and 1 being lowest.**

The three components are detailed below.

## **1) Research Score**

A good submission will talk about the problem space, either by detailing the existing market, detailing a current problem plaguing society or a certain group of people. A larger target market/group is not necessarily better than a smaller one. Instead, better-defined target markets deserve better scores.

A good submission would also show some evidence of technical research. This may manifest itself in the team reaching out to external advisors, or a sufficient explanation of their product in their slides. Students were instructed to not make their slides overly technical; a concise layman's explanation of how the product works deserves a high score.

## **2) Innovation Score**

These ideas should not be judged on the basis of a business model innovation (i.e. e-commerce, etc) if they have one. Rather, they should be judged on the merit of the underlying technical innovation of their product. A good test for technical innovation is if the product is technically difficult to reproduce.

If the product is a webapp, does the idea make use of some sort of sophisticated private algorithm or unique computer science concepts (Deep Learning, Machine Learning, etc)?

### **3) Plan Score**

A good submission will have outlined expected objectives and hurdles for the next few months. Students were instructed to include all expected costs in their submission. If no costs were included, they should not receive above a 5 for this category.

The slides should include a timeline for technical development. Optionally, the team may include business development and marketing landmarks, but these should not factor into the score.

## **Questions?**

Should you have any issues with judging, please contact us at [pennvention@gmail.com](mailto:pennvention@gmail.com).