Grading Scheme

ASSIGNMENTS	WEEKS	GRADE
(1) Team Canvas & kick-off challenge research Objectives: - Kick-off your work as a team. Align the team vision, manage course expectations, align previous experiences, and roles in your team. - Research the challenge problem. - Learn hands-on intercultural and international collaboration skills. - Learn how to work effectively in remote teams. - Increase your employability in a modern, global, digital work environment.	1	5% (50 points)
(2) Problem Statement Objectives: - Research the challenge problem. - Write a concise statement of your understanding of the problem. - The problem statement is a feedback to the challenge giver and shows the understanding of the challenge. - The problem statement is the starting point of ideation.	2	2% (20 points)
(3) Ideation Objectives: - Develop an innovative contribution to the proposed challenge. - Agree in your team what to work on. - Learn about innovation processes and entrepreneurial thinking. - Increase your employability in a modern, global, digital work environment.	3	8% (80 points)
(4) Sprint 1 Objectives: - Work on your idea. - Demonstrate scenarios for your idea. - Learn how to prototype using digital technologies. Learn processes and agile organizational skills used in digital projects.	5 & 6	10% (100 points)
(5) Business Model Canvas Objectives: "Light-weight" proof of business case of your idea.	4-7	10% (100 points)
(6) Sprint 2 Objectives: - Refine your idea. - Test your idea and collect feedback. - Learn how to prototype using digital technologies. - Learn processes and agile organizational skills used in digital projects.	7 & 8	10% (100 points)
(7) Final Presentation Objectives: - Present your challenge contribution to the challenge givers. - Make effective presentations and pitches. - Increase your employability in a modern, global, digital work environment.	9	20% (200 points)
(8) Final Report & Prototype Objective: Provide a valuable output for the given challenge.	9	20% (200 points)
TOTAL		100% (1000 points)
BONUS: Individual bonus points for outstanding contribution/participation	0-9	5% (50 points)

Final Grade Cutoffs (German grades and American letter grades in parenthesis)									
1,0 (A)	93%	1,7 (B+)	87%	2,7 (C+)	77%	3,7 (D+)	67%	5,0 (F)	<60%
		2,0 (B)	83%	3,0 (C)	73%	4,0 (D)	60%		
1,3 (A-)	90%	2,3 (B-)	80%	3,3 (C-)	70%				

Grading Assessment TEAM 12

Assignment 1: Grade 5%: max. 50 points

Github Repository created, all team members have access	no repository *0 points*	repository created and max. 2 team members have access *6 points*	repository created and all but one team member have access *8 points*	repository created and all team members have access *10 points*
Team Canvas & Team name	no team canvas in wiki *0 points*	team canvas in wiki, poorly filled out *6 points*	team canvas in wiki, team alignment and kick-off well documented *8 points*	team canvas in wiki, team alignment and kick-off very well documented *10 points*
Research	no research page in wiki *0 points*	incomplete research page in wiki *6 points*	good research, well documented *8 points*	great and informative research page in wiki, very well suited to present your research to the challenge sponsor *10 points*
Interviews with stakeholders	no interviews with stakeholders documented *0 points*	no meaningful interviews documented *6 points*	well done *8 points*	great insights from interviews with stakeholders *10 points*
Open Questions	no open questions section on research page in wiki *0 points*	few (almost trivial) open questions on research page in wiki *6 points*	good open questions, well suited to get more information from the challenge sponsor *8 points*	excellent *10 points*

Total Points	46
Comments	Great start with well-documented research.

Assignment 2: Grade 2%: max. 20 points

Research the problem	no new research found *0 points*	research documented *6 points*	the problem was well researched *8 points*	Your wiki page shows excellent research in the problem domain. You were able to identify key sources and structure the information that you have obtained very well. *10 points*
Problem statement	no problem statement *0 points*	problem statement is available *6 points*	Your problem statement is understandable and documents your insight. *8 points*	Excellent problem statement *10 points*

Total Points	18
Comments	The problem is well researched and the problem statement is adequate. TO improve the problem statement you should make the statement an actual statement. Currently you have a long text that gives the background on the initial impulse (broad problem). A problem statement should be short and focus on the real pain-point(s) that emerged from your research.

Assignment 3: Grade 8%: max. 80 points

Empathy map	no empathy map 0 points	an empathy map is available 6 points	Your empathy map shows a good picture of your stakeholders' gain and pain points. 8 points	Excellent visualization of your challenge opportunities. 10 points
Ideation	ideation not documented 0 points	ideation was documented 6 points	well done 8 points	great, the ideation process is very well documented 10 points
Storyboard	no storyboard 0 points	A storyboard is available in your wiki. 6 points	Your storyboard shows a good scenario benefiting from your idea. 8 points	excellent 10 points
Feedback to storyboard	no feedback to storyboard documented 0 points	You have documented feedback collected using your storyboard. 6 points	You have collected feedback for your storyboard and you have refined your storyboard. 8 points	excellent 10 points
Press Release	no press release 0 points	An imaginary press release is available. 12 points	Your imaginary press release is well written using the guidelines provided in the workshop. 16 points	excellent 20 points
FAQs	no FAQs 0 points	Your wiki shows a short list of FAQs. 12 points	good list of FAQs 16 points	comprehensive list of FAQs, all relevant questions are answered 20 points

Total Points	56
Comments	The empathy map should the result of your primary data collection to understand the problem. In this sense you must interview individuals working at companies to understand these companies pains/gains regarding the topic climate protection in times of crises. You need to prototype a user-centric solution. Hence, the empathy map is a persona formed from the collection of thoughts / insights you obtained from the target audience. You can talk to companies in general, not only Munich. Storyboard: What is the problem? The wish our thought to be more eco-friendly is not a problem. What is the underlying problem? How does a step-by-step guide to green walls, a generic information that is widely available on the internet helps? The storyboard should point to the benefit of your solution, from the storyboard alone is not possible to understand the problem nor the solution. "Green walls" is a generic term and the persona could have simply googled the "how to" and implemented the step-by-step – the fact that the City of Munich offers a step-by-step page does not represent a solution – it could be a simple article. Where is the problem and where is your solution in the storyboard? It is all too generic and unspecific. The press release does not start addressing the problem of companies. The solution is not present. Where is the solution? A page with a how to on building green walls is not a solution. What is your value proposition? What is the benefit of your solution?

	On the FAQ you even point out that more information can be found by googling it. If even a google search is more informative than what you are offering it is impossible to understand where is your solution in it. The FAQ is unspecific and generic – you need to be more concrete regarding your solution, the nefit it offers, the features in order to image how a real FAQ would look like. For instance, if you were a statup exploring the trend of green walls, what could be your product/service? If you are a n innovation garage working on this problem for the city of Munich, what could you develop that the city of munich could implement? How does the homeoffice trend impact on potential attractiveness of this solution? You need to make your idea / solution more concrete and clearly present your value proposition.

TOTAL TEAM POINTS	120 TOTAL POINTS (from 150 awarded)