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.

Microsoft Imagine Cup Junior 2024

Rubric for students ages 13-18

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 AI concept? | The AI concepts lacks innovation. It is already in existence, or is an idea put forward by many student teams. (1) | The AI concept shows some innovation. It is an addition to an existing approach or shows good creativity. (2) | The AI concept is exceptionally innovative. It is either completely new or represents an exciting update to an existing AI approach. (3) |
| **Artificial Intelligence**: How strong are the AI concepts presented? Does the team specify the type of AI and which APIs were leveraged in their concept? | The concept may be an example of technology but does not have elements of AI in it. (1) | The Al concept draws on the broader Microsoft Cognitive Services; the type of AI used is specified but not adequately explained. (2) | The Al concept goes deeper to intelligently draw on APls that sit under the Microsoft Cognitive Services and the type of AI used is thoroughly explained. (3) |
| **Impact**: What is the potential quantity and quality of impact for the world in one of the [AI for Good categories](https://www.microsoft.com/en-us/ai/ai-for-good)? | The AI concept’s potential for positive impact is not high. (1) | The AI concept has potential to make an impact in one of the Microsoft’s AI for Good categories. (2) | The AI concept has enormous potential to make an impact in one of the Microsoft’s AI for Good categories. (3) |
| **Creativity**: How creatively was the idea presented? | The team presented the AI concept in a basic manner using the PowerPoint template. (1) | The team made an effort to present their AI concept creatively using the PowerPoint template. (2) | The team were creative in how they used the PowerPoint template and used elements such as drawings, simulations, videos or other formats to support their submission. (3) |
| **Ethics**: How does the AI align to the Microsoft AI for Good Ethical Principles? | The team did not engage with the ethical principles. (1) | The team made an effort to align their AI concept with the ethical principles. (2) | The team thoroughly explained how their AI is aligned to the ethical principles.(3) |
| **Cybersecurity:** How has the team planned to reduce cyber security risks? | The team did not explain any cybersecurity features of their AI. (1) | The team identified some cybersecurity features of their AI. (2) | The team has taken clear steps to reduce cybersecurity risks to their AI. (3) |