

ENACTUS UNITED STATES NATIONAL EXPOSITION 2022

EARLY STAGE COMPETITION SCORING RUBRIC



Institution Name: _____ Date: _____ League: _____

EARLY STAGE JUDGING CRITERION

Does the Enactus team effectively demonstrate a project that incorporates entrepreneurial leadership to drive business and innovation for sustainable, positive impact to benefit people, planet, and prosperity?

Please assess the team's effectiveness on a scale of 0 to the maximum points possible for each category with 0 being "insufficient" and maximum points being "excellent."

	Points	Points Possible
Defining the Need Did the team conduct a thorough needs assessment? <ul style="list-style-type: none"> Does the team demonstrate they worked with the target audience to understand the core of the problem, and therefore have created a solution that will result in long-term, sustainable impact? Is there an ongoing assessment of the beneficiaries' needs? 		20
Entrepreneurial Leadership, Business, and Innovation Is the team's approach to solving the problem entrepreneurial in nature? <ul style="list-style-type: none"> Has a business mindset been applied to the project(s), process, content, and delivery? Is entrepreneurship a clear method they are using to solve a problem? Does the team use a sustainable business model that will generate revenue or income? 		25
Positive Impact Does the team demonstrate the project is being designed to produce measurable outcomes? <ul style="list-style-type: none"> An output is the direct product of inputs and activities and is generally measured in terms of volume of work; Whereas an outcome is the benefit or change for an individual or population after participating in the activity and as a result of the output. 		30
Does the team demonstrate their work will benefit people, planet, and prosperity? <ul style="list-style-type: none"> Positive social, environmental, and economic outcomes should all be considered, although one more may have greater relevance to the project. 		15
Sustainability Is the team focused on long-term sustainability? <ul style="list-style-type: none"> For a project to be sustainable, it must eventually be able to survive without the team. What are their long-term goals for the project? Do they have an exit strategy? How will they ensure it continues to generate impact? 		35
Does the team demonstrate the project is designed to be scalable? <ul style="list-style-type: none"> Scalability refers to the ability of the project and its impact to grow and be replicated in additional communities and with additional or new beneficiaries. 		15
Presentation Did the team effectively communicate how well their project is on track to meet these components of the criterion? Did the team clearly define their role in a project versus a partner's role? Was the presentation professional and well organized?		10
Total Points		150

