INNOVATIONS HUB

Scoring Guidelines
Score each category 1–5 (1 = Poor, 5 = Excellent).
Total possible points: 25

1. Critical Reasoning:
Did the applicant clearly argue for or against the proposed method?
Are their arguments logical, coherent, and persuasive?

2. Use of Evidence:
Did the applicant use concrete product examples, data, or real-world
scenarios to support their argument?

3. Practicality & Market Insight
Does the argument make sense in a real-world marketplace?
Does the student demonstrate understanding of how market value works in
practice?

4. Originality & Creativity: Does the submission demonstrate unique
thinking or a novel perspective on the proposed method?

5. Clarity & Presentation:
Is the submission well-written or well-structured?
Are ideas easy to understand?
For case studies/projects: is the visual layout clear and professional?

Decision Recommendation
□ Highly Recommend 20-25
□ Recommend 15-20
□ Consider <15
□ Do Not Recommend <10