Judging Criteria

- **4 critical factors determine judging:**

  - User Validation

  - Business Model

  - Social Impact Model

  - Product

- **They are all weighted *equally***
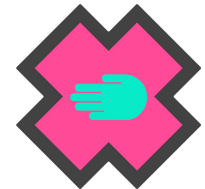
- **Make sure you have all four covered!**

Judging Criteria

User Validation & Design	Business Model	Social Impact Model	Solution (Product)
Talk to your users & stakeholders. Design a product based on **user need**	**Solve a problem** and **create a model** that will allow your idea to sustain	**Solve a problem** and clearly **articulate how you will make an impact**	**Build Something**, or fake it until you make it!
Did you validate your assumptions with all important stakeholders? Do you have both qualitative (conversations) and qualitative (data/numbers) feedback? Did you use your validation to drive decisions?	What is the business problem you are solving? How will your product solve that problem? What is the current market?	What is the social impact problem you are solving? What is the social impact problem you are solving? How will you make an impact? How can you get the community involved? *Optional criteria to qualify for United Way of Central Ohio $5k:* How are you targeting poverty reduction with your idea?	Did you build an MVP (minimal viable product)? What is your vision? After GiveBackHack, how will you further validate your MVP?

1) User Validation

- **Did you validate your assumptions with all important stakeholders?**
  - Did you talk to people who will buy? How much will they pay?
  - Did you talk to anyone who will be affected by your product?
  - Did you talk to any distributors, materials providers, etc.
- **Do you have both qualitative (conversations) and qualitative (data/numbers) feedback?**
  - Do you have surveys with >100 responses from individuals in your target market?
- **Did you use your validation to drive decisions?**

#GIVEBACKHACK