

## optiMize x MHacks Social Impact Track: Initial Scoring Rubric

optiMize's social impact track invites you to think broadly about the challenges we face in our communities and around the world, and how you can create solutions that promote a more just and sustainable future. Successful teams will be able to clearly articulate their stakeholders and the value proposition, and that their digital prototype has a tangible social impact towards your stakeholders and/or involved communities, and how this fits within the existing market landscape.

	<b>0: No evidence and/or contrary evidence</b>	<b>1: Relatively weaker or unclear evidence</b>	<b>2: Solid, compelling evidence</b>	<b>3: Extremely compelling evidence, one of the best this year</b>
<b>1. Stakeholder Identification and Plan of Engagement</b>	Can't articulate the key stakeholders for their project. Minimal outreach OR reckless and irresponsible actions.	Weak articulation of stakeholder identification. Perhaps some outreach, but little serious engagement.	Clearly defined stakeholders. Solid plan of responsible, effective, trust-building engagement with them in the future.	Deep understanding of stakeholders based on extensive research and/or lived experience. Strongly valued by stakeholders, demonstrates potential of becoming a critical part of a community or industry.
<b>2. Value Propositions and Value Exchange</b>	Very weak articulation of value propositions; No attempt to measure impact.	Can articulate potentially compelling value propositions, but little or no validation from stakeholders.	Clear and compelling articulation of proposed value propositions for clearly-defined stakeholders. Some initial validation that may include some value exchange.	Clear and compelling articulation of value propositions for clearly-defined stakeholders. Solidly validated with significant value exchange.
<b>3. Market and Competitors</b>	Unclear target market/community, lack understanding of competitors.	Some articulation of target market. Some attempt at differentiation, but unclear if compelling.	Clear articulation of target market. Compelling differentiation from competitors.	Deep understanding of target market, demonstrably better than competitors.
<b>4. Prototype Creation, Testing, and Iteration</b>	No prototype, no testing, no iteration.	Began creating a prototype based on some research, but did little or no serious planning or iteration.	Created a prototype based on research and effective stakeholder engagement. Began some serious testing of the prototype.	Created prototype(s) based on deep research and effective stakeholder engagement. Tested prototype(s) effectively, iterated, and made an effective plan to continue testing.