

Northern Food Security Challenge:

SCORING RUBRIC

1=Poor	2=Fair	3=Satisfactory	4=Good	5=Excellent
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Company Overview: Pitch your company in 50 words or less [50 words max – 10 points]

Criteria	Scoring				
Clearly explains what the company does and links company/solution (product, technology or process) to food security	1	2	3	4	5
Demonstrates impact to food security	1	2	3	4	5

Market Validation: Describe the problem or opportunity your solution (product, technology, or process) addresses [200 words max – 15 points]

Criteria	Scoring				
States the problem or opportunity and value to Northern communities	1	2	3	4	5
Explains how the solution solves the problem/opportunity	1	2	3	4	5
Problem/opportunity has been validated and/or quantified	1	2	3	4	5

Solution: Describe your solution's (product, technology, or process) benefits and how it works to support food security in Northern communities [200 words max – 15 points]

Criteria	Scoring				
Benefit(s) of the solution is clearly articulated	1	2	3	4	5
Solution is technically feasible and innovative	1	2	3	4	5
Explains how the solution is used (or can be integrated/adopted) to improve food security	1	2	3	4	5

Marketability: Describe the impact of your solution to your target market by defining how it addresses food security, the effects it will have (or does have) on Northern communities, the goals for your solution and how your team is positioned to achieve them. [200 words max – 30 points]

Criteria	Scoring				
Viability: Clear and direct links to addressing food security	1	2	3	4	5
Innovation: Solution has the potential to effect real change in food security for Northern communities	1	2	3	4	5
Scalability: Explains future goals for the solution and plans for achieving them	1	2	3	4	5
Capability #1: Team has experience/education specific to the solution they have created	1	2	3	4	5
Capability #2: Team has the capabilities to execute their plan	1	2	3	4	5
Overall Food Security Focus: Solution clearly addresses at least one of the following UN Sustainable Development Goals (end hunger/malnutrition, double agriculture productivity, sustainable food production, maintain genetic diversity of seeds/plants/farmed animals and their related wild species, ensure the proper functioning of food commodity markets)	1	2	3	4	5