

What will my Pre-proposal be judged on?

1. **Innovation**: The extent to which the idea presented is a novel, innovative, or creative solution the proposed problem. (40% of overall score)
2. **Potential for Impact**: The extent to which the proposed project addresses a pressing problem, and the extent to which your team provides sufficient statistics and research for the reader to understand the problem. (20% of overall score)
3. **Viability**: The extent to which the proposed project appears viable, given the project description, the team's qualifications, and the team's understanding of the market or community needs. (15% of overall score)
4. **Category Challenge**: For each contest category (except Scaling Up), judges will also consider a category-specific question. For this section, Scaling Up will be judged on progress made towards previous project thus far. (15% of overall score)
5. **Quality**: The extent to which the proposal is professional, persuasive, well written, and well organized. (10% of overall score)