

APPENDIX 001: EVALUATION RUBRIC

INTRODUCTION	INTRODUCTION	Deliver a clear, concise description of what your innovation does or will do, and how it will impact the DoD
	PROBLEM YOU SOLVE	Deliver a clear and concise description of the problem you are attempting to address with your technology or service
	SOLUTION DESCRIPTION	Deliver a clear and concise description of your solution relative to the problem you've just described
OPERATIONAL DEMAND	OPERATIONAL IMPACT	Looking only at the DoD personnel who will be impacted by your solution, argue that their mission or effectiveness will be significantly improved if your solution is adopted. What is the impact of your solution versus today's solution in the context of a single individual's work role and responsibilities
	POTENTIAL SCALE OF IMPACT	Look into the future to a time when your solution is both technically mature and fully "transitioned" (actively in use by DoD). Describe the scale of your impact within the context of the DoD.
	END-USER PRODUCT DIFFERENTIATION	Every problem can be addressed multiple ways. Why is your proposed solution the best choice for the DoD's end users?
	WARFIGHTER DEMAND	Here you are pitching to the warfighter directly. Why would a warfighter judge want to adopt your solution? To the extent that you can, make the case that soldiers - once they experience your solutions - will "pull" it into the Army by asking for it themselves.
TECHNICAL DEMAND	TECHNICAL IMPACT	What is the impact of your solution versus today's solution in the overall technical environment into which this solution would be deployed? How does this innovation make the larger system in which it would operate better from an engineering perspective?
	POTENTIAL SCALE OF IMPACT	Look into the future to a time when your solution is both technically mature and fully "transitioned" (actively in use by DoD). Describe the scale of your impact within the context of the DoD.
	ALTERNATIVE TECHNICAL APPROACHES	Why is your approach the best from a technical perspective? If you can convincingly refute alternative means to solving this problem, please briefly do so.
	TECHNOLOGIST DEMAND	Here, you are pitching to the DoD technical subject matter expert experts directly. Why would a DoD technologists want to adopt your solution"
PROPOSAL QUALITY	QUALITY OF PROSE	Prove you write clearly. Prove you right convincingly.
	DATA QUALITY & ATTRIBUTION	Support your arguments with relevant, properly attributed data to enhance your credibility.